



Sponsorship policy

1. Purpose

The purpose of this policy is to state Council's position in regards to:

- a) Council receiving sponsorship from a third party for a Council activity, program or event
- b) Council providing sponsorship to another organisation for an event.

This policy establishes a clear set of guidelines for Council and its staff that must be applied when negotiating sponsorships.

The existence of this policy will assist to ensure that sponsorship is managed in an open and transparent manner.

2. Policy

To enhance, vary or reduce the cost of current activities, Council may enter into sponsorship agreements. Sponsorship can be advantageous for all parties, however Council must ensure all sponsorship agreements do not compromise or question the integrity of Council operations.

2.1. Event Sponsorship program (Council receiving sponsorship for Council events)

2.1.1. General principles

Council, in endorsing sponsorships for individual activities, programs and/or events will support the following principles:

- a) Sponsorship agreements are contracts and will be in written form, and comply with the principles outlined in this policy
- b) A sponsorship agreement must not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions fully or impartially
- c) New sponsorships may be sought either through advertising or by direct contact with potential sponsors
- d) Council reserves the right to approach current event partners based on previous years sponsorship prior to engaging new partners
- e) It is inappropriate and potentially unlawful for any employee or Elected Member to receive any personal benefit from a sponsorship
- f) Sponsorship may include contra (goods or services given in lieu of payment) where appropriate
- g) The Council reserves the right to terminate any sponsorship agreement at any time.
- h) The Council shall provide the Sponsor notice of termination for any of the following reasons:
 - i) the Sponsor is in the Council's reasonable opinion insolvent;
 - ii) the Sponsor engages in an agreement and or partnership with Council outside of the sponsorship of the Major Events Program
 - iii) any information provided by or for the Sponsor to the Council in connection with this agreement is found to be misleading or deceptive; or
 - iv) the Sponsor does or allows anything to be done that in the Council's reasonable opinion is likely to bring the Council into disrepute
- i) Sponsorship agreements will have a maximum term of 12 months and must be reviewed annually
- j) Sponsorship/ advertising relating to elected officials or candidates is not permitted
- k) Any other condition deemed appropriate by Council.

2.1.2. **Conflict of interest**

Every sponsorship proposal will be assessed against the possibility of a conflict of interest. A proposal may be refused or terminated in any case where, during the life of the sponsorship, the sponsor:

- a) Has a current development application or planning matter before Council, or Council is aware of the possibility of an application or matter coming before Council in the near future
- b) Is, or is likely to be, subject to regulation or inspection by Council which may impose or imply conditions; and where the sponsorship may limit Council's ability to carry out its functions fully and impartially.

The fact sponsorship has been provided to the Council will not be taken into account outside the terms of the sponsorship arrangement, including when the Council is required to exercise its regulatory or other decision-making functions in respect of a current or former sponsor.

Elected Members or employees of Council will not accept any gifts or benefits from sponsors from the time expressions of interest are called for until the end of the sponsorship term.

2.1.3. **Partnerships sought by Council**

- a) Council reserves the right to either publicly call for expressions of interest to ensure equal opportunity for all interested parties or to approach individual sponsors directly if required
- b) Where possible Council will actively seek partnership opportunities from local traders and businesses.

2.1.4. **Recognition of sponsors**

Sponsors may be recognised for their contribution in a number of ways, including but not limited to:

- a) Opportunity to display signage and promotional material at selected Council events associated with the sponsorship
- b) Media release acknowledging the role and contribution of the sponsor
- c) Acknowledgment of sponsor in promotional material associated with the asset/event/promotion being sponsored.

The cost of providing recognition for sponsors must not exceed the value of the sponsorship package being offered to Council.

2.1.5. **Reporting**

Details regarding key sponsorships of Council activities, program and/or events will be included in Council's Annual Report.

2.2. **Event Grant Program (Council providing sponsorship for external events)**

2.2.1. **Principles**

The City of Tea Tree Gully's Event Grant Program is designed to support the delivery of events that create a memorable, engaging, varied and innovative experience for locals and visitors in the City of Tea Tree Gully. The program enables Council to support the City's event program in a more sustainable way.

The Event Grant Program is seeking to support events that:

- a) Raise awareness of the City of Tea Tree Gully and contribute to its image and appeal to target demographics

- b) Increase visitation and tourism activity
- c) Contribute to, enhance and grow the local economy
- d) Create positive economic benefits through partnership and collaboration with local businesses
- e) Provide inclusive and accessible experiences.

Council will conduct one funding round per year. A panel will assess each submission against set eligibility criteria

Should a portion of the budget allocation not be expended at the end of the formal grant funding round, Council reserves the right to accept applications for funding on an ad hoc basis.

Applications received outside the formal application process will be referred to the next annual application round.

2.2.2. Event Sponsorship Funding

Applicants will be eligible to receive a maximum of \$10,000 per year. Funding will be allocated to applicants based on the strength of their application and alignment with the eligibility criteria. :

2.2.3. Criteria

The following criteria ensure applications are assessed in a clear and transparent manner for funding under this program.

2.2.4. Eligible

To be eligible for funding, the event must demonstrate that:

- a) The whole event takes place in the City of Tea Tree Gully
- b) The event has widespread appeal and is likely to attract more than 1,000 attendees
- c) The event is free or has a substantial portion of free programming.
- d) The total value of the event exceeds the value of sponsorship requested
- e) The event aligns with Council's Strategic Plan
- f) The event must add to the diversity of Council's events calendar and does not clash with events scheduled in this calendar
- g) The event must be accessible and inclusive to all members of the public
- h) The applicant is a legal entity or auspiced by a legal entity
- i) The proposed event is covered by an appropriate and current Public and/or Product Liability Insurance Policy
- j) The event includes strategies to partner and/or collaborate with local businesses and community to support economic and social outcomes
- k) The event has not been considered in any other grant or sponsorship program/category managed by Council in a calendar year. Submissions of the same event through multiple grants or sponsorship programs will not be considered.
- l) The event adheres to all legislative requirements
- m) Any other condition the CEO determines appropriate for the relevant event.

2.2.5. Ineligible

Events and applications will be ineligible if:

- a) The requested funding is used for the purposes of running the organisation (salaries, rent etc) with the exception of costs incurred via the event
- b) The event takes place outside the City of Tea Tree Gully
- c) The event is already receiving funding from Council in the same financial year
- d) The event is a private event or function, or the proposed event will be held for members of a community or business organisation exclusively
- e) The event is for general fundraising purposes

- f) The event is political or religious in nature or may denigrate, exclude or offend parts of the community
- g) The event is a school fete, fair or similar activity including programs and events that happen on a regular basis
- h) The applicant is unable to meet the compliance and safety requirements of running the event/s
- i) The applicant has not fulfilled their obligations under previous funding arrangements
- j) The applicant is a Council staff member or Elected Member and/or a direct family member.

2.3. **Additional events sponsored by Council**

In noting the Event Grant Program and irrespective of any Policy position above, Council will sponsor the following two events each year, which were historically initiated by Council:

- The Tea Tree Gully Prayer Breakfast (maximum \$2000)
- The Tea Tree Gully Lions Arts Show (maximum \$8000)

In the event these events are cancelled by the organisers in which case any funds will be returned to the sponsorship program. The organisers will be required to provide an acquittal of funds.

3. **Definitions**

For the purposes of this policy the following definitions apply:

CEO

Refers to the Chief Executive Officer (including their delegate) of the City of Tea Tree Gully.

Sponsor

An organisation or individual providing resources in return for specific benefits.

Sponsorship

A contract where Council provides or is provided with financial and/or in kind in support for an activity. Sponsorship is usually for a defined period and does not include the selling of advertising space, joint ventures, consultancies, grants and unconditional gifts, bequests, endowments or donations.

Sponsorship Agreement

A contract that outlines the terms of the Sponsorship.

4. **Legislative framework**

There is no legislative requirement for Council to have a policy relating to this area. It is recommended that this policy be implemented for the purpose of applying best practice principles in the area of sponsorship.

4.1. **Other references**

Council's document including:

- a) Council's Strategic Plan 2030

External document including:

- a) Independent Commissioner Against Corruption

5. Strategic Plan 2030

5.1. Strategic objectives

The following strategic objectives and aspirations in Council's Strategic Plan 2030 are the most relevant to this report

Strategic Objective	Comments
1. Our Community We create opportunities for people to connect with one another and to their local community.	
1.1. Our programs, events and services are accessible, inclusive and adaptable to meet community needs.	Event Sponsorship provides opportunities to connect with the City and the community
1.2. Diversity is welcomed and celebrated.	The Event Sponsorship Program seeks to encourage and support cultural events held in the City of Tea tree Gully.
2. Our Economy Our city is the place to invest, work and do business.	
2.1. Our centres are vibrant with Modbury Precinct as the region's key activity centre.	Sponsorship of Council events and of events within our Council area assist with the promotion and familiarity of the Modbury Precinct
2.2. Our economy is innovative, prosperous and diverse and is underpinned by sustainable population growth.	Attraction of event patrons into the City of Tea tree Gully through sponsorship supports local businesses
4. Our Places Our City is a desirable place to live, stay and play.	
4.1. Our public places are attractive, adaptable and fit for purpose.	The Event Sponsorship Program provides opportunities for the Community to put on events in our City which serves as a way for the broader community to experience art and culture (i.e. cultural festivals etc)
5. Our Leadership We are trusted to make good decisions that are in the best interest of our community.	
5.4. Our planning and decision making is evidence based, consistent and focused on outcomes for the future.	All decisions made in relation to Sponsorship are made using the procedures outlines in this policy

5.2. Organisation Plan

Our Strategic Plan is supported by an Organisation Plan which focuses on four key themes of customer care, trust, teamwork and growth. The key theme most relevant to this policy is Customer care.

6. Policy Implementation

This Policy will be implemented by the Chief Executive Officer or relevant portfolio General Manager and managed in accordance with Council's scheme of delegations.

Record number	D26/23870
Responsible Manager	Manager Customer & Communications
Other key internal stakeholders	General Manager Corporate Services
Last reviewed	26 May 2026
Adoption reference	Council
Resolution number	944
Previous review dates	13/08/24, 23/08/22, 24/8/21, 21/10/20, 24/10/17, 11/07/17 (minor amendments), 10/11/15, 20/11/13, 10/11/09, 31/05/05, 25/02/03, 13/03/01
Legal requirement	NA
Due date next review	2030
Delegations	Y