

Sponsorship Policy



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Responsible Manager	Manager Customer & Communications
Other key internal stakeholders	Director Organisational Services & Excellence
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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

The City of Tea Tree Gully has a range of responsibilities to deliver services and programs under relevant legislation and policies. 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 Part 1 – Event Partnership 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 and impartially
- c. There must be no real or perceived conflict between the objectives and mission of Council and those of the sponsor
- d. New sponsorships may be sought either through advertising or by direct contact with potential sponsors
- e. Council reserves the right to approach current event partners based on previous years partnership prior to engaging new partners
- f. It is inappropriate and potentially unlawful for any employee or Elected Member to receive any personal benefit from a sponsorship
- g. Any other condition deemed appropriate by Council.

2.1.2 Assessment of Sponsorship Proposals

The CEO or delegate will assess sponsorship proposals against the following criteria:

- a. The amount of money offered
- b. The length of time (tenure) of the sponsorship being offered
- c. The conditions (if any) of the sponsorship being offered
- d. Whether the sponsor being considered is in direct competition (same market) with an existing sponsor of a Council event, activity or program

- e. That the sponsor's aims and objectives do not conflict with the aims and objectives of the City of Tea Tree Gully
- f. That the sponsorship arrangement presented does not commit Council to endorsing the goods and services from the sponsor outside of the specific sponsored event
- g. Where the sponsorship includes the provision of goods and services to Council, the goods and services will be evaluated to ensure they provide value for money, meet an identified need and comply with Council policy
- h. Whether there is a possibility of a conflict of interest

Proposals will be assessed in the order they are received and details of the criteria will be provided to organisations that may wish to offer sponsorship.

2.1.3 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.

If sponsorship is accepted under these circumstances, the reasons for acceptance must be clearly recorded by the approving officer.

It is expected that any individual or organisation with a sponsorship agreement with Council will disclose in the agreement if lodging development applications or tender proposals with Council. Failure to adhere to these conditions may result in termination of the sponsorship agreement.

The fact sponsorship has been provided to the Council by a sponsor is an irrelevant consideration that 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.

2.1.4 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. A partnership proposal is developed to clearly outline the opportunities available as well as the benefits of the partnership to both the proposed partner and to Council
- c. Where possible Council will actively seek partnership opportunities from local traders and businesses.

2.1.5 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. Erect displays in the foyer of Council's Civic Centre or Library
- d. Acknowledgment of sponsor in promotional material associated with the asset/event/promotion being sponsored.

The extent of such recognition will be determined by the level and nature of the sponsorship. The cost of providing recognition for sponsors must not exceed the value of the sponsorship package being offered to Council.

2.1.6 Reporting

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

2.2 Part 2 – Event Attraction Program (Council providing sponsorship for external events)

2.2.1 Principles

The City of Tea Tree Gully's Event Attraction Program is designed to support the delivery of events that create a memorable, engaging and innovative experience for locals and visitors in the City of Tea Tree Gully. The program enables Council to sponsor and work alongside community and cultural events as well as established events and event providers to extend the City's event program in a more sustainable way.

The Event Attraction Program is seeking to support events that:

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

All events are different and unique, as such the relative importance of the above objectives will vary from event to event.

Council will conduct one funding round per year. A panel will convene within four (4) weeks of the close of applications to assess each submission against the eligibility criteria. The selection panel will be appointed by the Manager, Customer and Communication, under delegation from the CEO.

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 considered by the appointed assessment panel within six (6) weeks of submission.

When all funds have been allocated a notice will be placed on Council's website to notify interested parties.

A list of successful and unsuccessful applications will be reported to Council.

2.2.2 Categories

Applicants may submit a request for funding under two categories:

- a. Category one – Under \$5,000
- b. Category two - \$5,000 and above

2.2.2 Criteria

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

2.2.3 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 3,000 attendees
- c. The event is free or has a substantial portion of free programming (while Council may sponsor an event that charges a modest entry fee, where an entry fee is proposed, the applicant must clearly state if any discount will be applied to City of Tea Tree Gully residents).
- 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 will attract visitors from outside the Council area and raise awareness of the City
- l. The event has not been considered in any other grant or sponsorship program/category managed by Council. Submissions of the same event through multiple grants or sponsorship programs will not be considered.
- m. The event adheres to all legislative requirements and applicable COVID-19 restrictions
- n. Any other condition the CEO determines appropriate for the relevant event.

2.2.2 Ineligible

Events and applications will be ineligible if:

- a. The requested funding is used for the purposes of running the organisation (salaries, rent etc)
- 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 and may denigrate, exclude or offend parts of the community
- g. The event is a school fete, fair, market 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.

2.2.5 Assessment

In addition to addressing the eligibility criteria above, all applicants must submit the following:

- a. A comprehensive event management plan, including a site map and run sheet
- b. Risk management plan
- c. All other appropriate event documentation – eg traffic and pedestrian management, fireworks, liquor licencing, crowd control.
- d. Event budget
- e. Copies of all relevant insurance and licencing documentation
- f. The environmental credentials of the event
- g. Details on how event participation and experience will be measured
- h. Compliance with all relevant SA Government COVID-19 restrictions and requirements
- i. The benefits to Council of sponsoring the event, including how Council's contribution will be recognised – eg speaking opportunities, brand exposure, signage and community engagement opportunities
- j. Evidence of the applicant's ability to successfully manage the event
- k. The future viability of the event beyond funding through this program

2.2.6 Selection panel

The selection panel will consist of a group of at least four staff members from different parts of Council's operations. The selection panel will be appointed by the Manager, Customer and Communication, under delegation from the CEO.

2.2.7 In-kind sponsorship

As outlined above, in-kind support is also something for applicants to consider prior to submission. In-kind contributions often have a financial cost to Council and are therefore given a monetary value which must be included in the total amount requested via the Program.

All applications must adhere to the current SA Government COVID-19 restrictions and requirements and consider the cost of implementing the required additional measures as part of their application.

In-kind support that Council can provide includes:

- a. Site hire fees/bonds
- b. Waste bin hire and transport (please note: provision of this service will incur a cost to the applicant)
- c. Marketing and promotional support
- d. Event management advice and support.

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. Fees and Charges Register

External document including:

- a. Independent Commissioner Against Corruption

5. STRATEGIC PLAN/POLICY

5.1 Strategic Plan

The following strategic objectives in Council's Strategic Plan 2025 are the most relevant to this report:

Objective	Comments
Community	
<i>People feel a sense of belonging, inclusion and connection with the City and the community</i>	Event Sponsorship provides opportunities to connect with the City and the community
<i>Diversity is welcome and celebrated</i>	The Event Sponsorship Program seeks to encourage and support Cultural events held in the City of Tea Tree Gully.

Economy	
<i>Modbury Precinct is revitalised as the city's key activity</i>	Sponsorship of Council events and of events within our Council area assist with the promotion and familiarity of the Modbury Precinct
<i>A local economy that is resilient and thrives, where businesses are supported to grow and prosper, provide local jobs and sustain our community and visitors and utilize technology to improve the livability of our city</i>	Attraction of event patrons into the City of Tea Tree Gully through sponsorship supports local businesses
Places	
<i>Opportunities exist to express and experience art and culture</i>	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)
Leadership	
<i>Decision making is informed, based on evidence and is consistent</i>	All decisions made in relation to Sponsorship are made using the procedures outlined in this policy

5.2 Organisation Plan

Our Strategic Plan is supported by an Organisation Plan which focuses on five key themes of organisational excellence. The themes most relevant to this report are: Customers and community relations and Finance and systems.

6. POLICY IMPLEMENTATION

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