



Sponsorship

1. Purpose

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

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

This policy establishes a clear set of guidelines for Council and its staff, which must be applied when negotiating sponsorships, to ensure that sponsorship is managed in a consistent, open and transparent manner.

2. Scope

This policy applies to the whole of Council, including Alwyndor.

3. Roles and Responsibilities

Elected Members	Ensure the policy is adhered to when considering sponsorship applications
Delegates executing contracts	<ul style="list-style-type: none"> - Ensure the policy is adhered to - Ensure employees are acting within their delegated authority - Responsible for overseeing the execution of contract documents.
All staff	Ensure the policy is adhered to
Procurement Officer (Strategy and Governance)	Assist employees to enter into contract arrangements on behalf of Council, within financial limitations delegated.

4. Policy Statement

The Sponsorship policy affirms Council's commitment to supporting and developing partnerships that enable council to deliver a diverse range of events, activities and projects to meet the needs of our city's growing community.

Part 1 – Event and Activities Partnership Program (Council RECEIVING sponsorship for Council events and activities)

4.1 General Principles

Council, in agreeing to enter into sponsorship arrangements for activities, programs and/or events will apply 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 mis-alignment between the objectives and mission of Council and those of the sponsor
- d. Council will only accept ethical sponsorship, for example, sponsorship that aligns with Council's policies, the Strategic Plan *Our Holdfast 2050+* and other approved Council plans
- e. New sponsorships may be sought either through advertising or by direct contact with potential sponsors
- f. It is inappropriate and potentially unlawful for any employee or Elected Member to receive any personal benefit from a sponsorship
- g. Any arrangement that pre-dates this policy will be exempt from the requirements, except for proposals over \$5,000, which should be reviewed at a minimum every three years
- h. Council may impose additional conditions on sponsorships or their assessments, as it sees fit.

4.2 Assessment

The relevant delegate will assess sponsorship proposals against the following criteria:

- a. The value of the offer being made, including the relative costs and benefits to Council and the community
- b. The suitability and feasibility of the proposal, including time and resources required from Council to facilitate the arrangement
- c. The length of time (tenure) of the sponsorship being offered
- d. The conditions (if any) of the sponsorship being offered
- e. The risks and opportunities to Council and the community, and how they need to be managed
- f. The ability of the sponsor to meet Council's requirements
- g. Whether the sponsor is in direct competition (same market) with an existing sponsor of a Council event, activity or program
- h. If a proposal appears to contravene 4.1.c or 4.2.d of this policy, it will be assessed according to criteria that will be developed as the need arises. The criteria will be provided to the organisation offering sponsorship, prior to a final determination being made, to allow the organisation to provide supplementary information, as relevant/required
- i. That the sponsorship arrangement presented does not commit Council to endorsing the goods and services from the sponsor outside of the specific sponsored event/activity
- j. Where the sponsorship includes the provision of in-kind 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 policies, and
- k. Whether there are any actual, potential or perceived conflicts of interest between the proposal, or the sponsor, and any members (staff or Elected Members) of the Council.

4.3 Conflict of Interest

Every sponsorship proposal will be assessed against the possibility of a conflict of interest. A proposal may be refused or terminated 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
- c. Has any other matter with or before Council for decision (including but not limited to participation in tenders and delivering projects/activities for Council).

Any individual or organisation with a sponsorship agreement with Council, or proposing to enter into one, will disclose development any actual or potential conflicts of interest as soon as they become aware of them. Failure to adhere to these conditions may result in termination of the sponsorship agreement.

If sponsorship is accepted where a known conflict exists, the reasons for acceptance must be clearly recorded by the approving delegate.

Any sponsorship provided to Council will not influence any other decision of Council.

Elected Members or employees of Council will not accept any gifts or benefits from existing sponsors or any sponsors under assessment.

4.4 Partnerships Sought by Council

From time to time, Council may seek partnerships with private businesses to deliver particular activities.

- a. Council reserves the right to either publicly call for expressions of interest to ensure equal opportunity for all interested parties or to approach potential partners directly
- b. Any partnership proposal issued will 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 preference partnership opportunities from local traders and businesses, and Aboriginal and Torres Strait Islander businesses, in accordance with its Procurement Policy.

4.5 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 and activities associated with the sponsorship
- b. Media releases acknowledging the role and contribution of the sponsor
- c. 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
- e. Recognition on Council's website and/or social media.

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.

4.6 Reporting

The City of Holdfast Bay will apply effective monitoring and reporting processes to ensure sponsorships achieve maximum value and accountability. Details regarding key sponsorships received of Council activities, program and/or events will be included in Council's Annual Report.

Part 2 – Event and Activities Attraction Program (Council PROVIDING sponsorship for external events and activities)

4.7 Principles

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

- a. sponsorships may be offered for activities and events that are consistent with the City of Holdfast Bay's Event Strategy 2021-2025, which supports the delivery of events and activities that create a memorable, engaging and innovative experience for locals and visitors in the City of Holdfast Bay, and which:
- b. activities and events will be favourably considered if they:
 - raise awareness of the City of Holdfast Bay and positively contribute to its image and appeal
 - increase visitation and tourism activity
 - contribute to, enhance and grow the local economy

- create positive economic benefits through partnership and collaboration with local businesses, or
 - provide inclusive and accessible experiences.
- c. it is acknowledged that all events and activities are different and unique, as such, the relative importance of the above objectives will vary
 - d. sponsorships will be considered as part of the Council's annual budgeting process.

4.8 Assessment of Sponsorship Grants

In assessing sponsorship requests, the delegate must ensure the request meets the following criteria:

- a. The event is hosted wholly, or in the case of regional events, substantially within the City of Holdfast Bay
- b. The event/activity has widespread appeal and is likely to attract more than 3,000 attendees, or alternatively, meets a specific community need
- c. The event/activity 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 Holdfast Bay residents)
- d. The total value of the event/activity exceeds the value of sponsorship to be granted
- e. The event/activity aligns with Council's policies, strategies and plans
- f. The event/activity must add to the diversity to Council's events/activities calendar and must not clash with events scheduled in that calendar
- g. The event/activity 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/activity is covered by an appropriate and current Public and/or Product Liability Insurance Policy
- j. The event/activity includes strategies to partner and/or collaborate with local businesses and community to support economic and social outcomes
- k. The event/activity will attract visitors from outside the Council area and raise awareness of the City
- l. The event/activity has not been considered in any other grant or sponsorship program/category managed by Council. Submissions of the same event/activity through multiple grants or sponsorship programs will not be considered
- m. The event meets SA Government conditions that may be in place at the time of the event/activity or other conditions that the CEO determines appropriate for the relevant event/activity.

4.9 Ineligible

Event/activity applications will be ineligible if:

- a. The requested funding is used for the purposes of running the organisation making the request (salaries, rent etc)
- b. The event/activity is already receiving funding from Council in the same financial year
- c. The event/activity is private or a function, or the proposed event/activity will be held exclusively for members of a community organisation or a business
- d. The event/activity is for general fundraising purposes
- e. The event/activity may denigrate or exclude parts of the community, or is otherwise in conflict with Council's policies on inclusion
- f. The event/activity is a school fete or similar activity,
- g. The applicant is unable to meet the compliance and safety requirements of running the event/activity
- h. The applicant has not fulfilled their obligations under previous funding arrangements
- i. The applicant is a Council staff member or Elected Member and/or a direct family member.

4.10 Applications for Sponsorship by Council

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

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

4.11 In-Kind Sponsorship

In-kind contributions have a financial cost to Council, which must be costed and included in the total amount requested. Examples of in-kind support that Council may provide includes:

- a. Site hire fees/bonds
- b. Marketing and promotional support
- c. Event/activity management logistics, advice and support.

Other services, such as waste bin hire and transport, may be provided on a cost-recovery basis.

5. Definitions

Key term or acronym	Definition
CEO	Refers to the Chief Executive Officer (including their delegate) of the City of Holdfast Bay.
Sponsor	An organisation or individual providing resources in return for specific benefits.
Sponsorship	An agreement 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.

6. Administration Use Only

Reference Number:	Document Set ID 4787151
Strategic Alignment:	Council's vision for 2050+ is, in part, to create "a welcoming and healthy place for all in South Australia's most sustainable city". Furthermore, Council's Strategic Plan Our Holdfast 2050+ includes the following aspirations:

	<ul style="list-style-type: none"> - Our residents and visitors feel safe, healthy and connected no matter their age and ability - We encourage socially responsible, sustainable and innovative economic development - We apply creativity in all aspects of thought and action to build an economy and community that are inclusive, diverse, sustainable and resilient.
Strategic Risk:	Poor or ineffective Community Service delivery
Responsible Officer(s):	Manager City Activation
First Issued / Approved:	23 January 2024
Minutes Date and Council Resolution Number:	23 January 2024 C230124/7663
Last Reviewed:	
Next Review Date:	23 January 2027
Applicable Legislation:	<i>Local Government Act 1999</i>
Related Policies:	Council Procurement Policy
Other Reference Documents:	Fees and Charges Register