

THE CITY OF
GREATER GEELONG

SPONSORSHIP POLICY

VERSION:	1
TYPE OF POLICY:	Council
APPROVAL DATE:	27 FEBRUARY 2024
REVIEW DATE:	27 FEBRUARY 2028
RESPONSIBLE OFFICER:	Manager Advocacy & Government Relations
AUTHORISING OFFICER:	Executive Director Placemaking

Contents

Introduction	3
Definitions.....	4
Policy.....	5
1. Overview of sponsorship process	5
2. Assessment of sponsorship applications	5
3. Exclusions and limitations	7
4. Sponsorship Agreements	8
5. Monitoring and evaluation	8
6. Transparency.....	9
Implementation of this Policy	10
References	11

Introduction

PURPOSE

This Policy aims to provide an understanding of Council's objectives and approach to providing, receiving and managing sponsorships.

SCOPE

This Policy applies to:

- all Sponsorship Agreements entered into by the City as the provider or the recipient of sponsorships;
- Councillors, City Staff and persons wishing to enter into Sponsorship Agreements with the City.

This Policy does not apply to:

- donations, grants, bequests, advertising space or editorial content; or
- users and/or lessees of Council facilities.

Definitions

The following definitions apply to this Policy:

Term	Definition
Act	the <i>Local Government Act 2020</i> (as amended from time to time).
Annual Report	the Annual Report prepared under section 98 of the Act.
Assessing Officer	the member of City Staff who is allocated a Sponsorship Application for assessment.
City	the City of Greater Geelong organisation, let by the CEO.
City Staff	includes employees and contractors..
Council	The Greater Geelong City Council comprised of elected councillors led by the Mayor. .
ELT	the Executive Leadership Team of Council, as constituted from time to time.
Policy	this Sponsorship Policy adopted by Council.
Project	any program, project, event, asset, service or infrastructure delivered or managed by Council or another organisation.
Resolution	a resolution of Council made at a properly constituted Council meeting.
Sponsorship Agreement	an agreement entered into between the City and another person in respect of a sponsorship arrangement.
Sponsorship Application	an application submitted by a person seeking to provide to, or seek from, Council sponsorship.

Policy

Sponsorships support and empower Council to deliver, and assist in the delivery of, a diverse range of Projects to meet the needs of the community. They also provide opportunities for Council to develop meaningful relationships with external parties.

This Policy is intended to provide guidance for City Staff both providing and receiving sponsorships on behalf of Council.

The City reserves the right to suspend or terminate any Sponsorship Agreement if a circumstance arises that could negatively impact Council or perceptions of Council.

1. OVERVIEW OF SPONSORSHIP PROCESS

- 1.1 Council will offer opportunities to local organisations to:
 - 1.1.1 sponsor Council Projects; and
 - 1.1.2 seek sponsorships from Council for external Projects.
- 1.2 Sponsorships can be made in the form of cash or in-kind, or a combination of both.
- 1.3 Sponsorship proposals must be made by formal application to the City's Advocacy & Government Relations Team].
- 1.4 The following table sets out the process by which the City will assess and award sponsorships.

Step	Description
1. Identification	The City identifies a possible opportunity for sponsorship, either independently or on receipt of a proposal.
2. Risk assessment	Discussions are held with relevant areas of the City and other relevant parties to check feasibility of pursuing a sponsorship, including cost vs benefits, resources, risks, timeframes and interdependencies.
3. Application / request	Applications and requests for sponsorship may be solicited or unsolicited.
4. Assessment	Sponsorship proposals are assessed in line with the criteria set out at clauses 2 and 3 of this Policy.
5. Endorsement and approval	If City Staff endorse an application to provide or receive sponsorship, it is then presented to Council or Council's delegate for approval.
6. Agreement	Following approval, the parties negotiate a Sponsorship Agreement.

2. ASSESSMENT OF SPONSORSHIP APPLICATIONS

- 2.1 A Sponsorship Application to provide or receive sponsorship will only be approved in circumstances where it:

- 2.1.1 supports the achievement of Council’s objectives in the community;
- 2.1.2 is linked with key Council priorities and consistent with the Council Plan;
- 2.1.3 ensures value for money;
- 2.1.4 upholds ethical, impartial and fair principles; and
- 2.1.5 is made by an applicant with:
 - 2.1.5.1 an ABN;
 - 2.1.5.2 an appropriate legal structure; and
 - 2.1.5.3 current public liability and professional indemnity coverage (where applicable).

2.2 The following table outlines the criteria that Assessing Officers will take into account in assessing a Sponsorship Application.

Criterion	Description
Alignment with Council’s vision and objectives	The external party and Council will share similar goals and objectives in respect of the relevant Project.
Financial risk and stability	The external party has sufficient financial stability to meet its responsibilities under a prospective Sponsorship Agreement.
Community engagement	The external party will be committed to working with Council and the City to engage with the community through the sponsorship.
Transparency and ethics	The external party will have transparent business practices and a commitment to ethical behaviour.
Compliance with laws and regulations	The external party can provide evidence that they will be compliant with all laws and regulations related to the arrangement.

2.3 The City’s Advocacy & Government Relations Team will determine the appropriate financial value of a sponsorship in line with the nature of the Project being sponsored. Examples of financial tiers for sponsorships are set out below.

Sponsorship tier	Financial contribution p.a	Example benefits for party receiving sponsorship	Example benefits for party providing sponsorship
Tier 1	\$20,001 and greater	Financial contribution and/or in-kind support for a single major Project, or across multiple Projects.	Significant presence on marketing collateral related to the Projects (including logos on relevant materials). Exclusivity.

			<p>Naming rights for an event or asset.</p> <p>Opportunities for significant presence at Projects, including:</p> <ul style="list-style-type: none"> speaking opportunities; and opportunities to network and build relationships with influence community leaders opportunities to host/chair. <p>Exhibition space and website space.</p>
Tier 2	\$10,001 to \$20,000	Financial contribution and/or in-kind support for a single Project, or a series of smaller connected Projects.	<p>Significant presence on marketing collateral related to the Project(s) (including logos on relevant materials).</p> <p>Naming rights for an event or asset.</p> <p>Opportunity for limited presence at Projects.</p> <p>Exhibition space and website space.</p>
Tier 3	\$10,000 or below	Financial contribution and/or in-kind support for a single Project.	<p>Significant presence on marketing collateral related to the Project (including logos on relevant materials).</p> <p>Exhibition space and website space.</p>

3. EXCLUSIONS AND LIMITATIONS

- 3.1 Unless exceptional circumstances exist, as determined by the City from time to time, the City will not enter into any Sponsorship Agreement with any person that:
- 3.1.1 may be directly impacted by a matter which is currently pending decision by Council;
 - 3.1.2 has had an unrecovered or written-off debt with Council within the past two years;
 - 3.1.3 has failed to meet the requirements of previous arrangements with Council, including sponsorship arrangements, grant arrangements, and commercial contracts;
 - 3.1.4 is currently, or likely to soon be, involved in an active tendering or procurement process with Council;
 - 3.1.5 is prohibited by law from participating in sponsorship or partnership arrangements;

- 3.1.6 is a registered political party;
 - 3.1.7 is a religious group seeking to promote its spiritual beliefs through the arrangement;
 - 3.1.8 is owned by, or has an officer holder, who currently occupies or is running for election to political office at any level of government;
 - 3.1.9 engages in activities which conflict with Council's responsibilities to the community; and/or
 - 3.1.10 may otherwise prove detrimental to the public image or reputation of Council.
- 3.2 The City will not allow any other party to a sponsorship arrangement to:
- 3.2.1 determine the content of any Council-organised Project;
 - 3.2.2 have undue influence over Council City Staff; or
 - 3.2.3 access any confidential or restricted information held by Council.
- 3.3 Council explicitly prohibits any arrangements which would give rise to an actual or perceived conflict of interest for any Councillor or City Staff, unless that conflict of interest can be managed in accordance with the Act and Council's Conflict of Interest Policy.

4. SPONSORSHIP AGREEMENT

- 4.1 Before commencing any sponsorship activities, Council will enter into a Sponsorship Agreement.
- 4.2 A Sponsorship Agreement will:
- 4.2.1 outline the details and objectives of the Project that will be funded or supported by the sponsorship;
 - 4.2.2 outline the specific manner in which the sponsor will provide funding and/or in kind-resources for the Project;
 - 4.2.3 outline the specific benefits that the sponsor will receive in consideration for the sponsorship;
 - 4.2.4 outline each party's responsibilities in relation to the arrangement;
 - 4.2.5 provide that the release of any communications in relation to the arrangement will be subject to consultation between the parties and the approval of Council;
 - 4.2.6 contain clauses related to dispute resolution;
 - 4.2.7 contain termination clauses, including a provision for Council to terminate the Sponsorship Agreement where it learns of new information that would give rise to one of the circumstances described in clause 3 of this Policy;
 - 4.2.8 provide for the term of the arrangement;
 - 4.2.9 provide for any relevant monitoring and evaluation activities to be conducted; and
 - 4.2.10 be reviewed by the City's Legal Services Team prior to execution.

5. MONITORING AND EVALUATION

- 5.1 The City will monitor and evaluate each Sponsorship Agreement for effectiveness and value against the objectives set for the arrangements.
- 5.2 If a Sponsorship Agreement has a term of more than 12 months, the City will undertake monitoring and evaluation activities on an annual basis.

- 5.3 If a Sponsorship Agreement has a term of less than 12 months, the City will undertake monitoring and evaluation activities at the end of the arrangement.

6. TRANSPARENCY

- 6.1 Any funds received by Council through sponsorships will be treated as public monies and must be used solely for the agreed purpose as described in the Sponsorship Agreement.
- 6.2 Council will not accept in-kind sponsorship where the goods or services do not meet the objective criteria as established in Council's Procurement Policy.
- 6.3 Council will report on sponsorships in its Annual Report.

Implementation of this Policy

MONITORING AND REPORTING

The Manager Advocacy and Government Relations will monitor and report on this Policy.

ADVICE AND ASSISTANCE

The Responsible Officer for this Policy manages the provision of advice to the organisation regarding this Policy.

A person who is uncertain how to comply with this Policy should seek advice from this person or from their Manager.

RECORDS

Council must retain records associated with this Policy and its implementation in accordance with its Records Information Management Policy

REVIEW

Council should review and, if necessary, amend this Policy within 4 years of the Approval Date.

References

Legislation

Local Government Act 2020

Other Documents

Records Information Management Policy

Local Government Better Practice Guide, Performance Reporting for Council's Annual Report.