



City of Salisbury Values: Respectful, Accountable, Collaborative, Helpful

TITLE: Sponsorship Policy

Approved by:	Council
Responsible Division:	Business Excellence
First Issued/Approved:	24 August 2021
Last Reviewed:	August 2021
Next Review Date:	August 2023

1. Introduction/Purpose

- 1.1 Council has a range of responsibilities to deliver activities, events, programs and services to contribute to a vibrant community life.
- 1.2 Council may enter into sponsorship arrangements with organisations in support of such responsibilities, including the delivery of its City Plan 2035.
- 1.3 Sponsorship support and the development of partnerships enable Council to deliver a diverse range of events and projects and enhance the quality of community outcomes.

2. Scope

- 2.1 This Policy applies to individuals businesses and community organisations which provide activities, events, programs and services for the benefit of the community. It applies to all sponsorship agreements entered in to by Council.
- 2.2 This Policy outlines what sponsorship agreements Council will and will not undertake and the responsibilities of the parties involved. The Council is accountable to the public and as such, any sponsorship must be appropriately assessed to ensure there is no conflict of interest or negative impact on Council's reputation or procurement practices.

- 2.3 The Council will not enter into any sponsorship arrangements where the Council determines (at its sole discretion) that such sponsorship:
- 2.4 will create a conflict of interest, or create a perceived conflict of interest, with the Council, or any Council Member or Council staff;
- 2.5 is improper or inappropriate;
- 2.6 is in breach, or will or may, cause the Council to be in breach, of any law; or
- 2.7 will or may bring to question, the Council's reputation and good standing in the community.

3. Legislative Requirements and Corporate Policy Context

- 3.1 Local Government Act 1999 (SA)
- 3.2 Independent Commissioner Against Corruption Act 2012 (SA)

4. Interpretation/Definitions

Sponsorship: A sponsorship is a commercial arrangement by which a sponsor or Council provides a contribution of financial or in-kind support to an activity, event, program or service in return for certain specified benefits.

5. Policy Statements

5.1. Policy Principles

Council, in its consideration of sponsorships will consider the following guiding principles:

- 5.1.1 **City Plan 2035:** Council must ensure that any sponsorship does not compromise or question the integrity or reputation of Council and as such will ensure any agreements, as a minimum, align with Council's City Plan 2035.
- 5.1.2 **Alignment:** Sponsorship proposals will be assessed against and must align with Council's vision, objectives and priorities for an event or activity.
- 5.1.3 **Probity:** A sponsorship agreement is an open, transparent and equitable approach to sponsorship between all parties. The assessment to enter into any sponsorship will be undertaken in a fair and equitable process.
- 5.1.4 **Prior sponsorship:** Where appropriate Council may approach a current sponsor based on a previous year's arrangement prior to engaging with new potential sponsors.

5.2 Types of sponsorship

Through sponsorship, Council can enhance, enrich or reduce the financial and operational requirements of current and future activities, events, programs and services.

5.2.1 **Council providing sponsorship:** Council may agree to undertake a sponsorship with a third party if it has an expectation that it will receive benefits from such sponsorship including, but not limited to:

- Branding and profile-raising opportunities;
- An ability to leverage support through community attendance of an event;
- An ability to reach traditional and non-traditional audiences; and
- Supporting a worthwhile activity, event, program or service within the community.

In addition to financial sponsorship, Council may offer in-kind sponsorship that may include:

- Access to Council owned and controlled land and facilities; and
- Promotion and marketing for the activity, event, program or service.

5.2.2 **Council accepting sponsorship:** Any income or in-kind services obtained from sponsorship will go towards the delivery and improvement of facilities and services provided by Council, or reducing the costs associated with a particular activity, event, program or service.

5.2.3 **Undertakings that are not sponsorship:** Sponsorship does not include:

- Selling advertising space;
- Joint ventures or consultancies;
- Grants, including funding agreements and community grants;
- Unconditional gifts, donation, bequests or endowments; or
- Philanthropic activities where a sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.

5.3 Exclusions to this Policy

5.3.1 **Suppliers to Council:** Council will not enter into any new sponsorship arrangements with any business or individual that is currently tendering for work with Council or has an existing contract for supply of goods and services with Council.

5.3.2 **Legal and reputational risk:** Council will not accept sponsorships which:

- Require or imply the Council's endorsement of any commercial products, services, companies, political parties or individuals, except where it is
 - in line with Council's Community Recreation Facilities Sponsorship Policy, or
 - the Community Recreation Facilities Signage Policy; or
 - Council has resolved to enter into a sponsorship through a formal Council resolution
- Limit the Council's ability to carry out its legislative responsibilities;
- Restrict access to Council facilities to any person or group;
- Are not consistent with generally-accepted social principles of equity, participation, rights and accessibility for all groups in the community;
- Provide a benefit individual Council Members, Council staff, their friends or family;
- Allow ownership and control of the sponsorship assets to be removed from the Council's possession or control;
- Create a conflict with the broader policies and practices of the Council; or
- Create a conflict between the objectives and values of the Council and those of the sponsor.

5.3.3 **Discretion to Reject Sponsorship:** The Council may refuse to undertake any sponsorship where:

- There is, or there is a likely perception, that the Council, any Council member or Council staff may receive, or be perceived to receive, any of the benefits listed in the previous section "*Legal and reputational risk*" (in its sole discretion).
- The Council and/or Chief Executive Officer (as the case may be) always retain the discretion not to accept sponsorship from any entity for any reason.

5.4 Benefits of sponsorship

5.4.1 **Benefits to the Council:** Any sponsorship should:

- Enhance Council's reputation;
- Support the Council to undertake or deliver activities, events, programs or services that may not otherwise be funded or undertaken to the same extent;
- Either reduce the cost of a particular activity, event, program or service, or enable it to be expanded or enhanced; and

- Achieve greater community awareness or public profile for Council or for a particular activity, event, program or service than may have otherwise been possible.

5.4.2 **Benefits to third parties:** Any sponsorships will aim to provide a third party:

- A competitively-priced strategy to reach a target audience or to meet corporate social responsibility goals;
- Build key relationships with government and community bodies;
- Receive recognition from the Council, with the nature and extent of any recognition to be determined on a case-by-case basis, proportionate with the sponsorship;
- Limited licence to use the Council's intellectual property such as branding, logos, content and imagery;
- Naming rights or branding connected to the sponsorship;
- Exposure through signage, access to floor space for activation and integration;
- Online promotion including banners, splashes and sponsored segments;
- The ability to develop co-branded marketing initiatives;
- Invitations to specific events and functions; and
- An award in the sponsor's name and publicly presented.

Benefits to the parties are determined by collaboration and agreement between the Council and the sponsor and may be restricted by legislation, this Policy and/or Council policy generally.

5.5 Festivals and Events Sponsorship

The Council aims to support festivals and events that celebrate, develop and engage the community. The Council recognises the important contribution festivals and events make to the economy and cultural diversity of the City.

Support of such events will be considered in accordance with this Policy, but may also be available through the City of Salisbury Community Events Grant.

5.6 Calls for sponsorships

Where appropriate, Council may seek Expressions of Interest to ensure the business community and other relevant government and non-government agencies have the opportunity to participate in sponsorship opportunities.

Council reserves the right to publicly call for Expressions of Interest or, in its discretion, to approach individual potential sponsors directly.

5.7 Managing and monitoring sponsorships

A sponsorship agreement must be entered into for each sponsorship arrangement in accordance with Council's approved delegations (if not a decision made by resolution) and Procurement Policy.

Monitoring processes will be used to determine the outcome and success of all sponsorships. This will include, but is not limited to:

- Success of media coverage;
- Public feedback; and
- Benefits derived by the parties to the sponsorship.

5.8 Eligibility

To be eligible for sponsorship from or by Council the recipient must demonstrate that the activity, event, program or service:

- Takes place in the Council area or, if held outside the area, identify and justify the benefits to the Council area or to the community;
- Aligns with Council's City Plan 2035
- Has a value to Council that at least equals or exceeds the value of the sponsorship; and
- Is covered by an appropriate and current Public and/or Product Liability Insurance.

To be considered for any sponsorship, please complete the sponsorship [application form](#)

6. Related Policies and Procedures

6.1 Gifts & Benefits Policy

6.2 Procurement Policy

6.3 Community Recreation Facilities Sponsorship Policy

6.4 Community Recreation Facilities Signage Policy

7. Approval and Change History

Version	Approval Date	Approval By	Change
1	24 August 2021	Council	N/A

8. Availability

8.1 The Policy is available to be downloaded, free of charge, from Council's website www.salisbury.sa.gov.au

8.2 The Policy will be available for inspection without charge at the Civic Centre during ordinary business hours and a copy may be purchased at a fee as set annually by Council.

City of Salisbury Community Hub

34 Church Street, Salisbury SA 5108

Telephone: 84068222

Email: city@salisbury.sa.gov.au

9. Review

This Policy will be reviewed:

- If a new Policy - within 12 months of a Council election and thereafter as necessary; or
- The frequency dictated in legislation; or
- Earlier in the event of changes to legislation or related Policies and Procedures; or
- If deemed necessary by Council.

Further Information

For further information on this Policy please contact:

Responsible Officer: Manager Community Experience & Relationship

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