



## Community Recreation Facilities Sponsorship Policy

<b>Policy Type:</b>	Policy		
<b>Approved By:</b>	Council	<b>Decision No:</b>	1901/2013, 2015/0301, 2017/1722, 0117/2019
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<b>Department:</b>	City Infrastructure	<b>Division:</b>	Property and Building Services
<b>Function:</b>	16 - Property Management	<b>Responsible Officer:</b>	Manager, Property and Buildings

### A - PREAMBLE

1. The City of Salisbury owns and maintains a large number of community recreation facilities. These facilities are public assets that are accessed by a broad cross section of the community.
2. Sponsorship provides sporting clubs with an important source of income that can support the delivery of recreation and sport that benefit the local community.
3. It is important that any messages associated with sponsorship are considerate of all people who access those facilities, are age and culturally appropriate and are consistent with the values and integrity of the City of Salisbury.
4. It is important for clubs to document the terms of sponsorship to define limitations and expectations of all parties, particularly in relation to sponsor signage.
5. This Policy provides guidance to clubs that have leasing arrangements in place with the City of Salisbury for community recreation facilities that wish to enter into sponsorship agreements that may involve requests to display signage in or on buildings, on reserves or reserve infrastructure.

### B - SCOPE

1. The purpose of this Policy is to define the principles for accepting and granting of sponsorship proposals and relates to signage on community recreation facilities that are leased by Council to external parties such as sporting clubs.
2. This policy does not apply where acknowledgement is limited to uniforms and newsletters and any other means by which Council has no interest or influence.

### C – POLICY PURPOSE/OBJECTIVES

1. The Community Recreation Facilities Sponsorship Policy provides a framework to clubs that wish to seek sponsorship.
2. Any form of sponsorship that involves sponsor acknowledgement signage will be subject to assessment under the Community Recreation Facilities Signage Policy.

3. Sponsor acknowledgement signage in or on the building, on reserves or reserve infrastructure will be covered by this Policy.

## **D - DEFINITIONS**

1. Community recreation facility - means any buildings and / or reserve and associated infrastructure owned by City of Salisbury that are used primarily for structured sport and recreation activities by a club that may have a lease, license or any other executed use agreement with Council.
2. Consumption of fast food/alcohol – means any display of messages or imagery that depicts people consuming these products. This does not mean display of a business, brand, or product name or logo.
3. Naming rights - means the exclusive right for an organisation to name/brand a facility, event or program (usually subject to approval by the other party) and for the name/brand to be reflected on formal signage and communications.
4. Political messages – means the display of any message that endorses a political party, ideal, position or opinion on any topic.
5. Regional facility – is defined as those sporting facilities that have the capacity to attract or benefit people from across and beyond the council boundaries. These facilities are often large in size, high quality, unique, in high profile locations with good public transport links, and cater for high level activities.
6. Sponsorship - means any agreement where a business provides funds, resources or services to a club in return for some rights that may help the business. Sponsorship may not be philanthropic as a sponsor is likely to expect to receive a reciprocal benefit beyond a modest acknowledgement.

## **E - POLICY STATEMENT**

1. Council supports sporting clubs seeking sponsorship which includes the development of sponsorship packages and advertising arrangements. The full costs of obtaining and managing sponsors is to be borne by the club.
2. Council owned facilities must not be used to promote the following:
  - a. direct product advertisements of tobacco products or gambling;
  - b. any form of adult entertainment;
  - c. consumption of alcohol products or fast food; and
  - d. political messages.
3. Any sponsors messages displayed at Council owned facilities must be to the satisfaction of Council. A reasonable person should not find the message offensive or discriminatory.
4. Council reserves the right to disallow any requests to display messages it deems likely to contravene this policy or be in breach of any other Council Policy or By-Law.
5. The club must ensure that all signage is covered by its own insurance policy, to the level prescribed in the club's licence / lease agreement.

## **Sponsor Acknowledgement**

1. Applications for the installation and display of sponsor acknowledgment signage must be addressed to the Manager, Property and Buildings and include the following information:
  - a. documented sponsorship agreement; and
  - b. graphics, design and materials specifications; and

- c. the means or method by which the signage is to be erected or installed.
  - d. This information is required to ensure the proposed signage meets the conditions of the Policy Statement and verifies the means by which the signage is to be installed to ensure risk of damage to property or injury to persons is mitigated.
2. Sponsors signage affixed to a sponsor's board or mounted in a non-permanent fashion (e.g. a rail) is allowed to be displayed inside buildings providing that the signage complies with the criteria above. Permission to display such signage is not required.
  3. Consistent with the terms and conditions of Council's standard leases, any structural alterations to buildings and reserve infrastructure requires the written approval of Council.
  4. All other requests for signage must comply with the Community Recreation Facilities Signage Policy.
  5. External facing advertising signs are subject to requirements of the Planning and Design Code under the *Planning, Development and Infrastructure Act 2016* that generally limit third party signs. Preliminary advice should be sought from the Development Services Division of Council on likely approval of specific sponsor (third-party) sign proposals before seeking formal approval under this Policy.

### **Existing Sponsorship**

1. Clubs are expected to meet the conditions outlined in this Policy for all displayed sponsorship installed after the date of adoption of this Policy.
2. Council staff will conduct regular inspections of all sport and recreation facilities and advise clubs where examples of non-conforming sponsorship exist.
3. Unless in direct breach of Item E.2 of this Policy, Clubs will be provided with a period up to one year from receiving this advice, to ensure that all existing displayed sponsorship complies with the conditions outlined in this Policy.
4. After one year, Council may commence removing any displayed sponsorship signage that does not meet the conditions outlined in this Policy.

### **Naming Rights**

1. Applications for naming rights will be considered under the following conditions:
  - the facility is classified as 'Regional';
  - the naming rights are limited to sports grounds only (i.e. ovals, pitches, fields, playing area or surface) and not the entire reserve, building or any associated reserve infrastructure;
  - the term of the sponsorship (i.e. naming) agreement is limited to the term of the club's licence / lease agreement over the sports ground;
  - the proposed name of the sports ground is not in any way offensive or discriminatory; and
  - the sports ground is only referred to the 'sponsored name' in club, association, competition or league promotions and marketing.
2. Sporting reserve naming rights remain vested with the City of Salisbury as facility owner and manager.
3. Council names for the reserve, buildings and other reserve infrastructure will prevail in public documents e.g. Council reports, engineering / road plans, directories, websites etc.
4. A copy of the proposed naming rights sponsorship agreement is to be submitted as part of the approval process.
5. Not all applications for naming rights will be approved.

6. Upon approval, the club will be permitted to install a single information sign that complies with the Community Recreation Facilities Signage Policy.

**F - REFERENCES**

1. Advertising Standards Bureau
2. Australian Association of National Advertisers Code for Advertising & Marketing Communications to Children

**G - ASSOCIATED PROCEDURES**

1. Community Recreation Facilities Signage Policy
2. City of Salisbury Corporate Image Style

**Document Control**

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<b>Prepared by</b>	Karen Pepe
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