

<b>POS</b>	<b>SPONSORSHIP – INCOMING FUNDS</b>	<b>PSCS17</b>
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<b>POSITION STATEMENT CODE:</b>	PSCS17
<b>DIRECTORATE:</b>	Governance & Community Services
<b>BUSINESS UNIT:</b>	Corporate Communications
<b>SERVICE UNIT:</b>	Event & Culture
<b>RESPONSIBLE OFFICER:</b>	Manager, Corporate Communications
<b>FILE NO.:</b>	182/002
<b>DATE FIRST ADOPTED:</b>	13 October 2011
<b>DATE LAST REVIEWED:</b>	8 September 2016
<b>ATTACHMENTS:</b>	N/A
<b>VERSION NO.</b>	4

<b>Dates of Amendments / Reviews:</b>	
DAPPS Meeting:	22 September 2011 26 July 2012 28 August 2014 25 August 2016
OCM:	13 October 2011 9 August 2012 11 September 2014

## **BACKGROUND:**

The City conducts an extensive annual events programme which includes the Summer of Fun activities. The City may seek external sponsorship to help off-set the cost of running these community events. While the City allocates funds from the Municipal Budget to conduct the events program, this policy applies to all City of Cockburn business units and external centres. The policy applies to cash and in-kind sponsorship. It excludes giveaways such as pens, which are provided under approved co-funded or partnership activities.

## **PURPOSE:**

The purpose of developing an Incoming Funds Sponsorship policy is to:

1. Outline the objectives for seeking and accepting sponsorship
2. Define the processes for approaching, negotiating and entering in to sponsorship agreements.
3. Maintain some consistency across sponsorships undertaken by different business units.
4. Clarify the accountability and responsibility pertaining to each sponsorship agreement.

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5. Protect the City’s brand and reputation through choice of sponsor, transparency, fulfillment of the sponsorship.

Objective

The objective of procuring sponsorships for the City is to acquire funds or materials required outside of core operational budgets to enable the development of additional functions and enhancement of existing services and activities, which will benefit the Cockburn community.

Definitions

*Sponsorship* is a mutually beneficial business arrangement which involves the purchase of the right to associate the sponsor’s name, products or services with the sponsored organisation’s services, products or activities in return for perceived tangible and or negotiated benefits.

*Cash* – whereby a sponsor provides cash in exchange for agreed benefits.

*In-Kind* – whereby a sponsor provides goods or services in exchange for agreed benefits. Sponsorship does not include grants or donations.

**POSITION:**

- (1) Sponsorship agreements shall not impose or imply conditions which would limit, or appear to limit, the ability of the City of Cockburn to carry out its functions or restrict the City’s ability to ensure that services, events and programs are accessible to all.
- (2) The City must consider when seeking sponsorship from any organisation whether it is competing for funds with not-for-profit groups or charities. If it does, the officer requesting sponsorship must justify why a sponsorship should compete with not-for-profit groups, how it will benefit the community and why funds are not on budget. This does not apply when the sponsorship is sought for a benevolent purpose.
- (3) Officers must discuss potential sponsorships with the Marketing and Communications Co-ordinator or Manager, Corporate Communications prior to approaching a potential sponsor. This is to:
  1. Ensure consistency with the Position Statement and procedures.
  2. Ensure the suitability of the proposed sponsor (see (4) “Inappropriate Sponsors” below.)
  3. To avoid multiple approaches by various City business units to one organisation.

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4. Enable appropriate acknowledgement of sponsors by the Elected Members and in Council marketing activities.
  5. Ensure alignment with the City of Cockburn’s values and culture.
  6. Establish clearly defined objectives to enable the City to evaluate the outcome and results.
  7. Check that the sponsor is not in any dispute with the City eg. planning, health.
- (4) Inappropriate sponsors must not be engaged in order to protect the City of Cockburn and its community from controversy and criticism. Sponsors regarded as inappropriate include:
1. Any company linked to gambling or engaged in the manufacture, marketing or distribution of cigarettes, tobacco related products or alcohol.
  2. Political organisations or individuals.
  3. Any company, which contravenes the City of Cockburn’s policies or activities.
  4. Any company that does not reflect the City of Cockburn’s values and culture does not meet community standards relating to social standards or expectations.
  5. Any company whose products are in conflict with the aims or objectives of the City of Cockburn.
  6. Any company where residents could perceive a conflict of interest. Sponsorship from lobby groups to be at discretion of Council.
- (5) The officer securing sponsorship must ensure that the cost in time or resource to secure and administer a sponsorship must be no more than the sponsorship secured.
- (6) Funds must be used to enhance the event, service or project they were secured for.
- (7) Each sponsorship must be supported by a written agreement outlining the benefits and obligations pertaining to both parties, signed by authorised representatives of the City of Cockburn. For in kind donations with a value of less than \$250, an email confirmation will suffice.
- (8) The duration of sponsorship agreements shall be fixed and not usually exceed one year unless approved by the Manager, Corporate Communications.

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- (9) The City will provide a level of recognition to a sponsor, which fairly reflects the contribution and optimises the benefit derived from the association with the City.
- (10) The provision of free space at shopping centres does not require an agreement.
- (11) Officers securing sponsorship must update the incoming sponsorship register for the organisation, detailing the sponsor name, event/function supported, date, officer responsible, the benefits secured, (money, sausages etc) confirmation that the sponsor has been contacted after the event, the outcome and benefits of the sponsorship provided to demonstrate that the City has fulfilled its obligations. The officer responsible for securing the sponsorship is responsible for updating this register (Doc Set ID 4726655). There is no need to add State or Federal Government funding. This is recorded elsewhere.
- (12) Officers involved with securing sponsorship must declare an interest if they, or a member of their family is associated with the sponsor.
- (13) Multiple items eg. Pens or mugs should not usually be accepted from suppliers. Where an officer believes that acceptance of such items is reasonable, they must seek advice from the Strategic Procurement Manager.