

Policy Type

Council

Policy Purpose

The City may seek external sponsorship to help off-set costs to the ratepayers.

This policy applies to all City of Cockburn employees seeking cash and/or in-kind sponsorship, excluding State and Federal Government funding or their agencies and sponsorship and naming rights on City controlled land and/or buildings which is covered in the Sponsorship and Naming Rights on City Controlled Land and/or Buildings Policy.

The purpose of the Incoming 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.
5. Protect the City's brand and reputation through choice of sponsor, transparency and fulfillment of the sponsorship.

Policy Statement

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.

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.

The City must consider when seeking sponsorship from any organisation, whether it is competing for funds with not-for-profit groups or charities.

Types of Sponsorship

- (1) Sponsorship as defined and governed by this policy can include but is not limited to the following contributions:
 1. Monetary, e.g. a lump sum contribution



2. In kind e.g. when a business or organisation provides products or services to support service delivery
3. Asset sponsorship e.g. purchasing the rights to name or brand a facility.

Exclusions

- (2) The following are not considered sponsorship:
1. State and Federal Government funding
 2. Giveaways such as pens, which are provided under approved co-funded or partnership activities, however, gifts branded by suppliers should not be accepted without approval of the senior procurement officer.

Asset Sponsorship

- (3) Opportunities to sponsor assets will be made available via advertising the opportunity publicly; and/or shared directly with potential sponsors. Sponsorship does not apply to leased facilities unless agreed to by the Lessee and the City.
- (4) Asset sponsorship can arise in different ways:
1. organisations responding to a sponsorship opportunity with an expression of interest, resulting in competitive evaluation against the assessment criteria.
- or
2. unsolicited offers from organisations where the City receives a request to sponsor assets despite not advertising the opportunity
- (5) Organisations seeking to sponsor assets must not lobby, seek to influence or canvass the decision-making of Council Members or employees, in relation to their expression of interest once it has been lodged. Any organisation who does so may have their expression of interest rejected.

Sponsorship Assessment and Endorsement

- (6) The following points must be adhered to when considering or accepting sponsorship:
1. The cost in time or resource to secure and administer a sponsorship must be no more than the sponsorship amount secured.
 2. Officers involved with securing sponsorship must declare an interest if they, or a member of their family, has a personal, or other, association with the sponsor.
 3. Sponsorship must not provide personal benefits to City employees or Elected Members.

4. Inappropriate sponsors must not be engaged in order to protect the City's reputation. Sponsors regarded as inappropriate include any company:
 - I. linked to gambling except for LotteryWest
 - II. engaged in the manufacture, marketing or distribution of cigarettes tobacco related products or alcohol
 - III. political candidates or organisations
 - IV. which contravenes the City of Cockburn's policies or activities
 - V. that does not reflect the City of Cockburn's values; any organisation that (in the City's opinion) supports, promotes or facilitates violence, intolerance, discrimination or the inhibition of human rights;
 - VI. whose products are in conflict with the aims or objectives of the City of Cockburn.
 - VII. where residents could perceive a conflict of interest.
- (7) Sponsorship from lobby groups is at discretion of Council.
- (8) Officers must discuss potential sponsorships with the relevant officer prior to approaching a potential sponsor and seek approval from the Executive Leadership team to proceed with sponsorship. This excludes financial or in-kind sponsorships of \$500 or less.

This is to:

1. Ensure consistency with the Policy and procedures.
2. Avoid multiple approaches by various City business units to one organisation.
3. Enable appropriate acknowledgement of sponsors by the Elected Members and in Council marketing activities.
4. Ensure alignment with the City of Cockburn's values.
5. Establish clearly defined objectives to enable the City to evaluate the outcome and results.
6. Check that the sponsor is not in any dispute with the City (e.g. legislative)

Sponsorship Management

- (9) Approved sponsorship shall:
 1. Have a written agreement outlining the benefits and obligations pertaining to both parties, signed by a City of Cockburn Executive Leadership Team member. The agreement will allow the city to terminate the arrangement if:
 - I. The sponsor does not comply with the sponsorship agreement.
 - II. the sponsor takes action, whether related to the project or not, that brings the City or its reputation into dispute.
 2. Have a fixed term and not usually exceed a period of one year.

Title	Incoming Sponsorship
--------------	-----------------------------



(10) Clause (9)1 does not apply to:

1. Provision of free space at shopping centres which does not require an Agreement.
2. In-kind donations to the organisation with a value of less than \$500 (ex-GST), where an email confirmation will suffice.

(11) 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.

(12) Incoming sponsorships will be reported in the annual report.

Strategic Link:	Communications Strategy & Action Plan
Category	Corporate Services and Administration
Lead Business Unit:	Communications and Marketing
Public Consultation: (Yes or No)	No
Adoption Date: (Governance Purpose Only)	11 March 2025
Next Review Due: (Governance Purpose Only)	March 2027
ECM Doc Set ID: (Governance Purpose Only)	4131713