

Title	Incoming Sponsorships
Policy Number (Governance Purpose)	



Policy Type

Council

Policy Purpose

The City conducts an extensive annual events program. The City may seek external sponsorship to help off-set the cost of 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 service areas. 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.

The purpose of developing an Incoming Sponsorships 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 organization, whether it is competing for funds with not-for-profit groups or charities. If it does, the officer requesting sponsorship must justify why it should, how it will benefit the community and why funds are not otherwise available. This does not apply when the sponsorship is sought for a benevolent purpose.

- (1) Officers must discuss potential sponsorships with the Marketing and Communications Coordinator or Manager, Corporate Communications prior to approaching a potential sponsor. This is to:
 1. Ensure consistency with the Policy and procedures.

Title	Incoming Sponsorships
Policy Number (Governance Purpose)	



2. Ensure the suitability of the proposed sponsor (see 'Inappropriate Sponsors' below).
3. Avoid multiple approaches by various City business units to one organization
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.
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 (e.g. legislative)

(2) Inappropriate sponsors, as mentioned below, must not be engaged in order to protect the City of Cockburn and its community from unnecessary controversy and criticism. Sponsors regarded as inappropriate include:

1. Any company linked to gambling (except for Lottery West) or engaged in the manufacture, marketing or distribution of cigarettes, tobacco related products or alcohol.
2. Those of a distinct political nature (organization or individual).
3. Any company which contravenes, or is not aligned with, the City of Cockburn's policies or activities.
4. Any company that does not reflect the City of Cockburn's values and does not meet community standards relating to-reasonable expectations, or could bring the reputation of the City into disrepute in any way.
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 will be at the sole discretion of Council.

(3) The following points must be adhered to when considering or accepting sponsorship:

1. Funds must be used to enhance the event, service or project they were secured for.
2. 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 amount secured.
3. Each sponsorship must be supported by a written agreement outlining the benefits and obligations pertaining to both parties, signed by authorized

Title	Incoming Sponsorships
Policy Number (Governance Purpose)	



representatives of the City of Cockburn. For in-kind donations with a value of less than \$250, an email confirmation will suffice.

4. The duration of sponsorship agreements shall be fixed and not usually exceed one year unless approved by the Manager, Corporate Communications.
5. The City will provide a level of recognition to a sponsor, which fairly reflects the contribution and optimizes the benefit derived from the association with the City.
6. The provision of free space at shopping centers does not require an agreement.
7. Officers securing sponsorship must update the incoming sponsorship register for the organization, detailing the sponsor name, event/function supported, date, officer responsible, the benefits secured (e.g. money, products supplies), 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, if necessary. The officer responsible for securing the sponsorship is responsible for updating this register (Doc Set ID Incoming Sponsorship Register). There is no need to add State or Federal Government funding which is recorded elsewhere.
8. 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.

Strategic Link:	Communications Strategy & Action Plan
Category	Governance
Lead Business Unit:	Corporate Communications
Public Consultation: (Yes or No)	No
Adoption Date: (Governance Purpose Only)	14 March 2019
Next Review Due: (Governance Purpose Only)	March 2021
ECM Doc Set ID: (Governance Purpose Only)	4131713