

POLICY			
<b>TITLE:</b>	<b>CORPORATE SPONSORSHIP</b>	<b>CODE:</b>	<b>FM.12</b>
<b>PURPOSE or OBJECTIVE:</b>	To guide the City's approach to attracting sponsorship and the types of sponsorship arrangements the City will enter into.		
<b>REFERENCE DOCUMENTS:</b>	<i>Local Government Act 1995 s 2.7(2)(b)</i> Policy EM05 Attendance at Events Policy CM184 Use of Council Logo, Armorial Crest and Name		

POLICY STATEMENT
<b>Through sponsorship, the City can enhance, extend or reduce the cost of community activities or programs or develop new ones.</b>

### 1. Scope

This policy applies to all incoming sponsorships received by the City.

### 2. Definitions

<i>Sponsorship Assets</i>	The activity (e.g. event, program or service) or facility (e.g. golf course, leisureplex) for which sponsorship is being sort.
<i>Sponsorship</i>	A commercial arrangement in which a sponsor provides a cash or in-kind contribution in return for certain specified benefits.  Sponsorship can be provided by the corporate sector or private individuals in support of City sponsorship assets.

### 3. Criteria for Attracting Sponsors

Any sponsorship arrangements offered or sought by the City must:

- (1) Benefit the City and its residents, workers and visitors;
- (2) Avoid creating an actual or perceived conflict of interest; and
- (3) Not interfere with the City's compliance with and exercise of its legislative obligations.

### 4. Suitable Activities for Sponsorship

The general types of sponsorship that the City may consider as suitable for sponsorship assets includes the following:

- (1) City events
- (2) City awards
- (3) Community programs
- (4) Public artworks
- (5) Leisure facilities

## **5. Benefits for Sponsors**

The primary benefit for Sponsors to reach key target audiences and meet corporate social responsibility goals.

Entitlements include, but are not limited to:

- (1) License to use the City's logos, content and imagery;
- (2) Branding on infrastructure and event marketing;
- (3) Ability to develop co-branded marketing initiatives; and
- (4) Attendance at events / programs.

## **6. Sponsorship Requirements**

- (1) All sponsorship proposals will be subject to an assessment process, to be approved by the Chief Executive Officer and relevant Director. Sponsorship proposals with a financial impact greater than \$250,000 shall be presented to Council for determination.
- (2) The City will not undertake sponsorships that;
  - (a) compromises the City's reputation;
  - (b) requires or imply the City's endorsement of commercial products, services, companies, political parties, religious groups or individuals;
  - (c) limits the City's ability to carry out its legislative functions fully and impartially;
  - (d) restricts access to the City's sponsorship assets by the widest audience possible;
  - (e) are not consistent with social justice principles of equity, participation, rights and accessibility for all groups in the community;
  - (f) personally benefit individual City employees, or their friends/family;
  - (g) allows ownership and control of the sponsored sponsorship assets to be removed from the City;
  - (h) poses a conflict with the broader Council policies and practices of the City; and
  - (i) poses a conflict between the objectives and values of the City and those of the Sponsor.
- (3) The City will not enter into sponsorship arrangements with a potential sponsor whose interests, objectives and / or mission are contrary to the overall benefit of the Community.
- (4) The City retains the discretion not to accept sponsorship from any entity for any reason.

## **7. Attracting Sponsors**

The City may identify potential sponsors and may initiate direct contact or via third parties, who satisfy the requirements at part 6 (2) and (3) above.

## **8. Contracting Sponsors**

Sponsorship arrangements will be made in accordance with the requirements of the *Local Government Act 1995*. The sponsorship funds to be specifically applied for the purpose of the approved application.

**GOVERNANCE REFERENCES**

<b>Statutory Compliance</b>	<i>Local Government Act 1995</i>
<b>Process Links</b>	

**POLICY ADMINISTRATION**

Program responsible		Officer Title	
Canning Community and Commercial		Director Canning Community & Commercial	
Version	Decision Reference	Meeting type and date	Delegation No. (or N/A)
1	CC-025-20	OCM 16.06.2020	
2			
3			
4			