

CORPORATE SPONSORSHIP

Objective

Gilgandra Shire Council supports corporate sponsorship with organizations whose public image, products and services are consistent with the values, goals and specific policies of local government in Gilgandra Shire.

Scope

The Corporate Sponsorship applies to all sponsorship agreements entered into with Gilgandra Shire Council.

Policy

1. General Principles

The General Manager, or an officer authorised by the General Manager, has the authority to seek and negotiate corporate sponsorship agreements.

Final approval of each corporate sponsorship agreements shall be by the full Council in accordance with the Corporate Sponsorship Policy.

Any consideration given to the establishment of sponsorship agreements shall include regard to the following:

- Council is, and is seen to be, impartial with respect to its decision making
- The maintenance of a consistent and professional image of Council and the sponsor within the community at all times
- Realistic servicing of the sponsorship agreement by Council
- Sponsorship agreements are to be developed in line with Council's long range strategic planning and reflect unified and consistent themes

In relation to sponsor products Council will not enter into a sponsorship agreement with the following:

- Organisations involved in the manufacture, distribution and wholesaling of tobacco and tobacco related products
- Organisations involved in the manufacture, distribution and wholesaling of alcoholic products where such a sponsorship would be related to services or activities for youth
- Organisations involved in the manufacture, distribution and sale of addictive drugs
- Organisations whose services or products are injurious to health, or are perceived to be in conflict with Council's policies and responsibilities to the community

Each project will be assessed on the individual merits of the sponsor and the items to be sponsored.

An employee of the council or Councillors shall not accept any personal benefits from sponsorship.

Funds raised through sponsorship of specific expenditure items which are included in the current budget will be used for that purpose and not be redirected into general revenue.

Sponsorship shall be sought initially by calling for expressions of interest (or advertised when Council receives an offer) to ensure transparency in the selection process.

2. Recognition Mechanisms

Gilgandra Shire Council will recognise its corporate sponsors in a number of ways. The extent of such recognition will be determined in relation to the level and nature of the sponsorship. Such forms of recognition may include:

- Appropriate signage of the sponsored item
- Media release and seeking of associated media opportunities
- Invitations to selected Council functions
- Printing of the sponsor's name and logo in Council's Annual Report and other external publications
- Naming rights for an event, building, etc for the term of the sponsorship
- Award or trophy struck in the sponsor's name and publicly presented
- Right to use the asset, service, event, name and logo, etc in sponsor's advertising and sales promotion in a form to be mutually agreed
- Event facilities, which may include hospitality, free preferential seats, event functions, award presentation, car parking, VIP functions etc
- Merchandising of goods at selected points of sale
- Static display in the foyer of Council's Administration Building or other Council owned facility in a form to be mutually agreed
- Access to footage and photography of the asset, service, event etc for use by the sponsor in a form to be mutually agreed
- To use the asset or facility, subject to approval in each individual case, in static displays or for an activity of the sponsor when not required for Council's use.
- Opportunity for sponsor's name and/or logo to be promoted through appropriate general advertising by Council

3. Sponsorship Conditions

Sponsorships must comply with the following conditions:

- The sponsorship must not conflict or be seen to conflict with the objectives and policies of the Council
- The sponsor shall not impose or imply conditions that would limit the Council's ability to carry out its functions fully and impartially
- Council explicitly will not endorse the sponsor or its products
- The agreement to sponsor will not control or influence in any way any other dealings between parties

The Council may terminate the sponsorship agreement if any of the conditions in the above dot points occur.

In particular:

- If Council is asked to make a determination in respect of an application made to it by the sponsor for approval under a statute which requires the exercise of Council's discretion then the Council will have the right to forthwith terminate the sponsorship agreement and no party shall be entitled to claim compensation. The Council may also seek appropriate independent advice on the merits of the application, whether it ought to be approved, and if so, on what conditions.
- If Council is required to exercise its regulatory functions and serve a notice on the sponsor pursuant to a function, the contract will be terminated without the right of either party to claim compensation.

Benefits accorded to sponsors will be determined by the value of the sponsorship in dollar terms, the length of sponsorship and the type of asset, service, function or program being sponsored. For major sponsors with a multi year commitment, sponsorship benefits may need to be negotiated on an individual basis.

Relevant Legislation

Section 55 of Local Government Act 1993

Associated Documents

ICAC's Revised Sponsorship Principles

Responsible Officer:	General Manager		
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