

SPONSORSHIP POLICY

Policy Type: Operational Policy Policy Owner: Marketing Coordinator	Policy No. OP- 001 Last Review Date: 30 October 2020
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POLICY OBJECTIVES

The objective of the City of Melville's Sponsorship Policy is to;

- coordinate and maximise sponsorship of City of Melville community events, services, programs and activities, and to;
- coordinate and manage the City's sponsorship of external organisations and events for the benefit of the community while protecting the City's brand and reputation.

This policy will ensure that when seeking or receiving sponsorship, the City;

- coordinates selection of potential sponsors fairly and equitably;
- protects the City's integrity, public image and reputation;
- ensures the City maximises the full potential benefit from sponsorship;
- ensures transparency in all sponsorship transactions and agreements;
- effectively manages relationships with sponsors; and
- ensures sponsorship levels, value and offering are consistent across all sponsorship agreements.

POLICY SCOPE

Sponsorship can be provided by the sponsor to the sponsored organisation as cash or as value-in-kind, where the sponsor provides a product or a service.

Inclusions

This policy refers to all sponsorship (in terms of cash funds or 'in-kind' support) provided to or by the City as a mutually beneficial business arrangement with external organisations, unless otherwise stated.

Exclusions

The policy does not cover the City's grants programs and donations either incoming or outgoing.

In regards to incoming sponsorship, this policy covers:

- the actions and activities of all City of Melville employees when entering into incoming a sponsorship agreements
- all venues owned and/or managed by the City of Melville, including Leisurefit facilities, libraries, the Operations Centre, Civic Centre, parks and community centres

This policy does not cover the actions and activities of any affiliated, associated, connected or unconnected organisation.

This policy does not empower the City of Melville to negotiate or develop sponsorship arrangements on behalf of any affiliated, associated, connected or unconnected organisation.

In regards to outgoing sponsorship, this policy covers;

- the actions and activities of all City of Melville employees when entering into outgoing sponsorship agreements; and
- all venues owned and/or managed by the City of Melville, including Leisurefit facilities, libraries, the Operations Centre, Civic Centre, parks and community centres.

POLICY STATEMENT

Definition

Within this policy the term '*sponsorship*' is defined as 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.

Background

Incoming Sponsorship

In order to enhance, extend and/or off-set costs associated with producing community events or other projects, the City will explore, and if deemed appropriate, enter into, formal sponsorship agreements with external organisations. Incoming sponsorship provides the opportunity for the City to host events and/or programs free of charge or at a reduced rate to the community, as well as providing additional resources to enhance or heighten specific activities or programs. It also provides sponsors with the opportunity to gain increased exposure within the City.

Outgoing Sponsorship

Organisations approaching the City of Melville to provide sponsorship must demonstrate a benefit to the local community and the application will be assessed on its costs, benefits and alignment with the City's Strategic Community Plan and Corporate Business Plan priorities and align to our six key outcome areas.

Outgoing sponsorships can help the City increase exposure of its own programs and activities within the community. It also helps foster goodwill between the City and the community depending on what the City is sponsoring, and also demonstrate the City's support of local events and activities.

Policy Conditions

- A sponsorship agreement will only be entered into with organisations whose image supports the values and strategic objectives of the City and adhere to all City policies and legislative requirements.
- Any sponsorship the City accepts or undertakes must not compromise the City's reputation, logo, public image, governance, probity, or ability to fulfil its functions in an independent manner.

- Any sponsorships arrangements undertaken should not replace a service required by law or inhibit the City's ability to ensure that events, programs and services are accessible and appropriate to everyone in the community.
- All sponsorship arrangements must;
 - be consistent with the City of Melville's vision, values, objectives corporate identity, Code of Conduct and Supplier Code of Conduct (previously Statement of Business Ethics);
 - demonstrate value for money or in-kind benefit;
 - assist in building awareness about the City of Melville and its associated services, facilities and or activities;
 - improve the City's positioning in the community by building relationships and a positive reputation among target audiences and the wider community; and
 - provide opportunities that are mutually beneficial .
- All benefits received by the City of Melville as a result of a sponsorship agreement will be used directly to support the City's community events and/or programs.
- Officers involved in sponsorship activity should be conscious of their primary responsibility for probity.

Sponsorships not permitted under this Policy

The City of Melville will NOT undertake or accept sponsorship for activities or events:

- which are deemed by the City to be inappropriate, discriminatory, illegal, sexually explicit or political in nature;
- which can reasonably be judged as offensive or degrading to particular community groups;
- which promote smoking, illegal drugs, gambling, pornography and/or excessive drinking of alcohol;
- that cannot demonstrate alignment with the City's brand or core values;
- are assessed as high risk activities;
- for commercial products and services that cannot demonstrate alignment with the City's strategic priorities;
- for activities or events that limit community participation;
- that do not contribute to the City's key outcome/aspiration areas;
- for organisations who do not act in accordance with social justice principles of equity, participation, human rights and accessibility.

Given the above considerations, the City will NOT undertake or accept sponsorship from organisations that;

- a) require the City's endorsement of commercial products, services, companies or individuals;
- b) require the City's endorsement of organisations of a political, religious and/ or race specific nature;
- c) require the City to commit to delivering a product or service which it does not have the means, infrastructure or resources to do so;
- d) require City endorsement of contentious community issues;
- e) limit the City's ability to carry out its function fully and impartially;
- f) require the City to restrict access to its events, products and services
- g) are not aligned with the City's principles and values;

- h) personally benefit individual City employees, or their friends/family, including elected members;
- i) give the sponsoring organisation influence over the City and access to restricted information;
- j) pose a conflict with the City's broader policies, objectives and practices;
- k) create a conflict of interest;
- l) contravene the law, or its planned activities contravene the law or are detrimental to public health or safety.

Other considerations

The City will also NOT accept sponsorship that would:

- a) generate surplus capital which cannot be used to offset costs or enhance a City project;
- b) require the City to endorse or distribute a sponsors product or service on their behalf;
- c) places a value on the City's sponsorship package that is not in-line with market comparisons, by either undermining the value of the sponsorship benefits or providing greater than marketplace benefits.
- d) require extensive research to establish the viability of undertaking a sponsorship, where that research exceeds the value of the sponsorship itself; and/or
- e) where the value of the sponsorship package is negated by the administrative process required to implement the sponsorship agreement.

The City will NOT commence a sponsorship without:

- a) clearly-defined objectives which allow the sponsor and the City to evaluate the outcome and results;
- b) a clearly-defined and agreed list of what the sponsor gets in return for sponsorship;
- c) a signed letter of agreement and/or contract between the City and the sponsor.

Assessment and approval of sponsorship arrangements

A written sponsorship agreement, with signed consent from both parties, must be completed before sponsorship can commence.

- Sponsorship agreements in excess of \$100,000, whether a single year or multi-year sponsorship proposal, will be put to the relevant Director, CEO and then Council for approval.
- Sponsorship agreements between \$10,000 and \$100,000, whether a single year or multi-year sponsorship proposal, will be put to the relevant Director and then CEO for approval.
- Sponsorship agreements between \$5,000 and \$10,000, whether a single year or multi-year sponsorship proposal, will be put to the relevant Director for approval.
- Sponsorship agreements below \$5,000, whether a single year or multi-year sponsorship proposal, will be put to the relevant Manager for approval.

When sponsorship is sought, a deadline date is provided for potential sponsors to express interest by. Interested sponsors are then assessed on criteria in regards to brand alignment, helping to achieve our community outcomes/aspirations, their locality and if they are a Melville based business.

Risk Management

The City reserves the right to:

- undertake a risk assessment of any sponsorship proposal, and
- at its discretion, conduct reasonable checks of sponsored or sponsoring organisations and proposed events and activities.

References that may be applicable to this Policy

Legislative Requirements:

Delegated Authority:

Plan / Policy / Framework:	Marketing and Communications Framework
Procedures:	Sponsorship Procedure
Work Instructions:	Managing Sponsorship Work Instruction (new)
Forms / Supporting Documents (internal):	Sponsorship Proposal Template Sponsorship Assessment Form (outgoing) Sponsorship Approval Form Sponsorship Evaluation Form (outgoing) Sponsorship Agreement Template (incoming) Sponsorship Application Form (outgoing) Sponsorship Templates Sponsorship Log Sponsorship Script for Securing Sponsors Sponsorship Work Instruction
Supporting Documents (external):	Sponsorship Prospectus

ORIGIN/AUTHORITY

Ordinary Meeting of Council

15/12/09

ITEM NO.

C09/5097

REVIEWS

A/Executive Manager Organisational Development	23/04/12
Executive Manager Organisational Development	18/09/2013
Executive Manager Organisational Development	29/11/2016
Operational Management Team	15/12/2016
Executive Management Team	4/1/2017
Executive Leadership Team and Management Leadership Team	15/05/2019
Executive Leadership Team and Management Leadership Team	22/10/2020