

Event Sponsorship Policy (Sponsor)



VERSION NO.	4
APPROVAL	Chief Executive Officer 21 September 2023
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RESPONSIBLE EXECUTIVE	General Manager Community Strengthening
POLICY TYPE	Organisational
POLICY OWNER	Manager Arts, Events & Libraries

REVISION RECORD	Version	Revision Description
July 2012	1	
July 2015	2	Minor changes
November 2018	3	Minor changes – updates to in-kind support offered and delegations/authorisations

1. Purpose

The purpose of this policy is to provide guidance to Council Officers on the issues and principles surrounding sponsorship arrangements where Council provides sponsorship to an event organised by an external organisation.

2. Scope

This policy applies to all sponsorship arrangements for events where the Council acts as a provider of sponsorship, covering events categorised as international, national, regional or local.

This policy does not include:

- Events run in-house by Council.
- Sponsorship of individuals.
- The provision of grants to community organisations from either Council funding or the Kingston Charitable Fund.
- Requests for concessionary use of Council halls and sporting reserves.

Requests of support for the above are managed in accordance with the relevant Council policies outlined in related documents.

3. Governance Principles and Council Plan alignment

3.1 Governance Principles

Principle (b) - priority is to be given to achieving the best outcomes for the municipal community, including future generations.

Principle (g) - the ongoing financial viability of the Council is to be ensured.

Principle (i) - the transparency of Council decisions, actions and information is to be ensured.

This policy aligns with and has considered the Governance Principles.

3.2 Council Plan Alignment

Strategic Direction: Liveable - Our city will be a vibrant, enjoyable, and easy place to live.

Strategy: Foster a thriving and innovative arts and culture scene, which is both diverse and inclusive.

This policy seeks to foster the arts and culture scene by supporting the operation of public events in the City of Kingston.

4. Policy Details

4.1 Policy Statement

Sponsorship proposals can bring significant benefits to Council and the community but there are a number of issues and risks associated with sponsorship arrangements. This policy aims to maximise the benefits that sponsorship can bring, while minimising risk to the Council and community.

Sponsorship provides an opportunity to promote the City of Kingston to an international, national, regional and local audience, by encouraging visitors to the municipality and creating a positive economic impact.

Council's aims and objectives in providing sponsorship for events is to encourage events, support public engagement and to provide the City of Kingston with opportunities to promote its services and to build relationships with key stakeholders.

4.2 Corruption Prevention Principles

In accordance with best practice, there are a number of principles that should be adhered to in the provision of sponsorship by Council.

1. The sponsorship should not impose or imply conditions which would limit, or appear to limit, Council's ability to carry out its prescribed functions fully and impartially.
2. There must not be a real or apparent conflict of interest between the objectives and mission of the Council and those of the sponsorship recipient. The values and objectives of the sponsorship recipient should not be in opposition to Council's values and objectives.
3. Council should not provide sponsorship to a recipient that is, or is likely to be, subject to regulation or inspection by the Council department offering sponsorship during the life of the proposed agreement. If sponsorship is requested by such an organisation, the request should be considered by a third party within Council who has no responsibility for regulation and inspection of the organisation and follow the processes and guidelines set out in this policy.

4. Sponsorship, by its nature, sends an implicit message of endorsement. Sponsorship agreements should clearly state that Council does not explicitly endorse the sponsored organisation. Explicit endorsement involves actively stating that the sponsored party provides a better service or product than others.
5. The sponsorship will not involve the City of Kingston in controversial issues such as political or cultural sensitivities, or expose the organisation to adverse criticism.
6. Council representatives must ensure that the sponsorship process is carried out in a fair and ethical manner and must:
 - Maintain confidentiality in their dealings
 - Ensure that their private interests do not conflict with their public duties
 - Declare any real or potential conflicts of interest of a civic or personal nature
 - Not receive a personal benefit in the form of gifts, cash or other favours from a sponsorship recipient.
 - Manage any proposed hospitality in accordance with the relevant Council policy.
7. Opportunities for organisations to receive sponsorship from Council should be widely available and requests assessed against a set of pre-determined criteria. The criteria is listed in section 4.4 below.
8. A written sponsorship agreement should be prepared and agreed by Council and the sponsorship recipient and include terms listed in section 4.5 below.
9. A record must be kept of all sponsorship requests and agreements, whether these were agreed or rejected.

4.3 Requests for Sponsorship

Council will consider requests for sponsorship from organisations who are involved in delivering events that take place within the City of Kingston and/or that benefit the City of Kingston.

Requests must be made in writing, using the sponsorship application form and directed to the relevant Council department.

The relevant Council Officer will record all solicited and unsolicited requests for sponsorship on a Sponsorship Record sheet.

Requests must be made well in advance of the first event date, the minimum notice period is determined by the level of event significance.

Event significance	Minimum period of notice
International events	6 months
National events	6 months
Regional events	3 months
Local events	3 months

Requests received with less than the required period of notice may be accommodated at the discretion of the relevant Council Officer.

4.4 Assessment Criteria

To be eligible for sponsorship, the sponsored event must:

- Be held within or adjacent to the City of Kingston.
- Provide benefit to the City of Kingston and/or its residents.
- Be open to all residents of the City of Kingston.
- Hold all relevant permits and insurance for the event.
- Be organised or auspiced by a legal entity.

Applications will be assessed for support against the aims and objectives stated in the Policy Statement in section 4.1 and the following criteria:

- Is the event well planned and achievable?
- Are appropriate OHS measures in place?
- Has the request been submitted with the required period of notice?
- Does the request align with the priorities and objectives of Council.

4.5 Level of Support

Council will consider a range financial and in-kind support based on the level of event significance.

4.5.1 Financial Support

The value of financial support will be determined by the relevant Council Officer up to a maximum set by the level of event significance.

Event significance	Maximum value of financial support
International events	\$15,000
National events	\$10,000
Regional events	\$7,500
Local events	\$5,000

4.5.2 In-kind Support

Council will consider providing the following in kind support to events held within the City of Kingston:

1. Act in an advisory capacity to event organiser to ensure compliance with relevant laws and regulations.
2. Assist with promotional marketing using existing Council publications or avenues which are deemed appropriate to the event.
3. Assist with servicing the event through the provision of:
 - Additional rubbish and recycling bins
 - Street and/or beech sweeping
 - Access to electricity and water where possible
 - Access to public toilets where possible
 - Advice on suitability of site layout and installation of temporary structures.

4. Consider the reduction and/or waiving of any applicable licence and permit fees. This includes the opportunity for commercial events to bid for a licence fee in line with the commercial use of council land policy and the waiving of permit fees for events that receive financial support.
5. Other services as deemed appropriate.

Council will not provide support for the following items:

- Provision of public liability insurance
- Other plans including site, risk and emergency management, public transportation and environmental management plans.
- Infrastructure and equipment including marquees, chairs, tables, etc.

4.6 Sponsorship Agreements

To protect the Council's reputation and credibility, all sponsorship arrangements should comply with the principles and procedures set out in the policy and be formally recorded in a written agreement between Council and the sponsorship recipient.

The sponsorship agreement will:

- Detail the event being sponsored including event name, date and location.
- Specify the legal entity (organiser or auspisor) responsible for the event including a contact name.
- Set out the financial and in-kind support being provided by Council.
- Outline the benefits Council will receive.
- Require the City of Kingston to be acknowledged as a sponsor of the event in a manner agreed between the relevant Council Officer and Event Organiser.
- Restrict use of Council logos and other brands to material relating to the sponsored event only.
- Require approval of all material which uses Council logos.
- State that unauthorised use of Council logos will result in the organisation being ineligible for future sponsorship.
- Require the sponsorship recipient to keep confidential any Council and/or community information obtained during the agreement.
- Allow the agreement to be terminated by Council if there are any material changes which may impact negatively upon Council.

Sponsorship agreements must not include or imply conditions which would limit, or appear to limit, Council's ability to carry out its functions fully and impartially.

Sponsorship agreements are not required where only in-kind support is offered, however sponsorship recipients should receive clear guidance regarding use of Council's logos and other brands.

4.7 Payment

Funds must be set aside from the relevant Council operating budget and payments authorised in accordance with the relevant Council policy and financial delegations.

Payment must be made directly to legal entity (organiser or auspisor) responsible for the event, not an individual.

Payment timeframes may be negotiated with the sponsorship recipient and details of payment plans included in the sponsorship agreement. At a minimum, the following timeframes will apply for the provision of support:

- For financial sponsorship of \$5,000 or less, payment is to be made upon signing of the sponsorship agreement.
- For financial sponsorship of more than \$5,000, payment of at least 50% of the sponsorship amount is to be made on signing the agreement, with the balance to be paid no later than seven days prior to the first event date.
- In the case of in-kind sponsorships, the goods and/or services must be provided and/or arranged prior to the first event date.

4.8 Exemptions

Council will not sponsor events delivered by organisations or individuals who:

- Are involved in the business of tobacco, e-cigarettes, pornography, addictive drugs or gambling.
- Have been found guilty of illegal or improper conduct by a legal authority.
- Are involved in political fields (i.e. representing a political party for the purpose of promoting political agendas).

Council will not support events that:

- Are prohibited by law.
- Are private functions not open to the public.
- Denigrate or offend parts of the community.
- Present a hazard to the community.
- Are supported by other City of Kingston funding and/or grants.
- There is insufficient time to deliver the full range of benefits to the City of Kingston.

Council will not provide sponsorship where:

- Council does not have the required infrastructure or resources to provide support.
- The event provides no benefit to the City of Kingston.
- The sponsorship is to support an organisation's core running costs, including but not limited to salaries, overheads, travel expenses, insurance, etc.
- The sponsorship involves the Council in controversial issues such as political or cultural sensitivities or exposes the organisation to adverse criticism.

5. Internal and External Assessments

5.1 Risk Assessment

This policy has been assessed by the relevant department and identified to have no medium to severe risks.

5.2 Delegation and Authorisation (Compliance Framework)

There are no delegated positions with responsibilities for this Policy.

5.3 Gender Impact Assessment

A Gender Impact Assessment is not required for this Policy.

5.4 Privacy Impact Assessment

A Privacy Impact Assessment is not required for this Policy.

5.5 Human Rights Charter

This policy has been reviewed against and complies with the Charter of Human Rights and Responsibilities Act 2006.

6. Roles and Responsibilities

Role	Responsibility
Chief Executive Officer (CEO)	Responsible for the approval of the Event Sponsorship Policy (Sponsor)
Executive Leadership Team (ELT)	Review of the Event Sponsorship Policy (Sponsor) prior to approval.
Manager Arts, Events & Libraries	Ensure that the Event Sponsorship Policy (Sponsor) is developed and maintained in accordance with the policy framework.
Team Leader Festivals & Events	Responsible for ensuring the Festivals and Events team issue events sponsorship in accordance with the Event Sponsorship Policy (Sponsor) and in line with financial delegation to a position of this level.

7. Related documents

7.1 Legislation

- Local Government Act 2020
- Charter of Human Rights and Responsibilities Act 2006

7.2 Documents and resources

- Event Sponsorship Policy (Recipient)
- Event Sponsorship Record
- Organisational Gift and Hospitality Policy
- Community Grants Policy
- Instruments of Delegation
- City of Kingston Branding Guidelines

8. Definitions

Term	Definition
Sponsorship	<p>For the purposes of this policy, the term sponsorship is defined as a business relationship between a provider of funds, resources or services and an individual, event or organisation which offers rights and associations that can be used for promotional advantage in return for the investment made. Sponsorship does not include gifts, bequests and donations or fees for services.</p> <p>Council takes the role of a provider of sponsorship by providing resources to organisations for use in achieving Council objectives either directly or indirectly.</p> <p>Council may also be a recipient of sponsorship, by accepting resources from an organisation or individual for use in directly achieving Council objectives, in return for specific benefits, however this is not relevant in this policy.</p>
Grants	Refer to the provision of resources for the specific purpose of achieving objectives and are normally requested through programs which set out criteria by which applications are assessed.
Partnerships	A relationship between Council and an external organisation characterised by cooperation and joint responsibility for the achievement of a specific purpose. Partnerships do not require an equal contribution in terms of finance, resources or decision making but must include a shared understanding of the objectives and of the partnership and how these are to be achieved. Partnerships do not have an expectation of commercial benefit from either party.
Donations	Are defined as a gift of product, services or funding with little or no expected return.
International events	Major events of international significance
National events	Events of national significance
Regional events	Events of regional significance
Local events	Events of municipal significance
Commercial events	Events operated primarily for commercial gain
Community events	Events held primarily for community benefit
Charity events	Events run primarily to benefit charity and not for profit organisations
Private events	Events not open to the public