



CITY OF  
MONASH

# **PARTNERSHIP AND SPONSORSHIP POLICY**

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| Council Approval Date: | 24 October 2017  |
| Review Date:           | 10 December 2019 |

## **1. INTRODUCTION**

The Council strives to encourage and support events that provide economic benefits and enhance local community life. Its aims can be achieved, in part, by providing sponsorship for events, programs or activities that make a positive contribution to the Monash community and seeking financial support from appropriate external sources, to conduct events and activities.

The Council recognises that local businesses and larger corporations play an important role in the community. Council provides opportunities for the private sector to contribute to our local community by demonstrating good corporate citizenship and positive investment within the community.

The Council may offer opportunities for external businesses to support Council-produced events, programs or activities through the provision of direct sponsorship (cash or in-kind goods/services) or by entering into a formal partnership whereby benefits are afforded to both parties.

It is important that partnership and sponsorship agreements do not compromise the integrity of the operations of the Council.

## **2. PURPOSE**

The purpose of this policy is to provide an understanding of the Council's objectives and approach to the use of sponsorship in the business of Council, both as a provider and recipient of sponsorship.

The policy seeks to provide assistance in managing potential conflicts of interest which may arise through partnerships or sponsorships. It provides for transparent decision making and ensures that any partnership or sponsorship entered into by the Council is in the public interest.

The Council's wider discretion to make decisions regarding partnership or sponsorship agreements, is not be limited by this policy.

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### 3. DEFINITIONS

**Sponsorship:** A reciprocal relationship between two parties (organisations and/or individuals), in this case Council and an external party, which has been entered into for the mutual benefit of both parties.

Sponsorships can be in the form of cash contributions, in-kind support or a combination of both, in return for activities that build brand recognition and promote good corporate citizenship and/or grass-roots connections with the local community. Council can receive or provide sponsorship.

Sponsorship does not include:

- Applications for grants or funding through government or philanthropic trusts
- Joint ventures

**In-kind sponsorship:** Sponsorship is in the form of a product or service, in place of cash.

**Naming rights:** Public recognition of an organisation brand upon Council owned assets, events or programs or public recognition of the Council brand upon another organisation's assets, events or programs.

**Program:** A singular activity or group of activities produced by Council which delivers on the objectives of Council and its services. Programs may be one-off or annual.

#### **Events:**

Council defines an event as any organized gathering or function where people congregate for a unique purpose.

For the purposes of this Policy, two sub-definitions are useful:

#### **Major Event:**

- Recognised beyond Monash/ A nationally recognized event.
- Is unique to the region.
- Attracts people to the municipality.
- Provides opportunities for the local community to economically, and socially benefit.
- May attract significant potential State and/or National media exposure.
- Positions the City for other events, or significant influence with Government.
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- Occurs annually or as a single event.

**Community Event:**

- Attracts a local audience, primarily from the municipality and immediate surrounds.
- Provides significant opportunities for exposure through local media and marketing channels.
- Occurs annually or as a single event.

**Partnership:** The relationship between the Council and any external organisation that the Council enters into a formal arrangement with, in relation to a sponsorship.

**4. POLICY PRINCIPLES**

**4.1 COUNCIL AS A SPONSORED AGENCY**

1. Sponsorship will be evaluated against the Council's goals, values, objectives and advocacy.
2. Sponsorship will not be accepted from organisations or individuals whose activities are contrary to Council's goals, values, objectives and advocacy.
3. Council will carefully consider sponsorship from people or organisations which are, or may be, subject to regulation by the Council during the life of the sponsorship to avoid potential conflicts of interest in the form of unequal benefits/perceived detriment in return for an organisation providing a benefit to the Council. Where this principle arises the Council will develop strategies to ensure it can carry out its regulatory responsibilities in relation to potential sponsors in an open, accountable and impartial manner.
4. Receipt of sponsorship by the Council will not involve explicit endorsement of the sponsor or the sponsor's products or services, although Council will still promote awareness of the sponsor.
5. Council will require that all sponsorship agreements are in writing, to protect the interests of both parties.
6. Council will take all reasonable steps to protect financial or product sponsorship from harm (e.g. theft, damage).

7. Council will determine the benefits to be offered to an organisation in return for their sponsorship, outlined in a written sponsorship agreement signed by both parties.
8. Council reserves the right to amend the exact nature of benefits provided, to ensure overall success of the event, program or activity. In any case where amendments will occur, the overall value of the amended benefits (cash or in-kind) will remain consistent with the original agreement and sponsors will be advised prior to changes taking effect.

#### 4.2 COUNCIL AS A SPONSORING AGENCY

1. Sponsorship proposals will be assessed against predetermined criteria published in advance or which are circulated to organisations that submit an expression of interest.
2. Sponsorships will be granted by using broadly-based, open processes.
3. There should be no actual conflict between the objectives and/or mission of the sponsored organisation/individual and those of the Council, as sponsor.
4. Sponsorships will be assessed to determine the benefit of the sponsorship to the Council, ensuring the level of support is commensurate with the benefits being offered through the agreement.
5. Council will require that all sponsorship agreements are in writing, to protect the interests of both parties.
6. Sponsorship agreements will be for a fixed term.
7. Council will request a report from the sponsorship recipient, regarding use of the sponsorship and benefit(s) to the Council.
8. Council will not provide sponsorship beyond its means.

The Council reserves the right to withdraw from a sponsorship agreement where the external party is considered to have not complied with the spirit of this policy and any written sponsorship agreement.

The Council will not enter into a sponsorship agreement with an organisation (or individual) which:

1. Operates electronic gambling machines on their premises or has electronic gambling machines as part of their business activities;
2. Does not share Council's views on promoting a diverse, tolerant and inclusive community;
3. Is a political party;
4. Offers programs/activities that may present a hazard to the community or do not reflect widely held community views;
5. Is currently involved in a tendering or procurement process with the Council;
6. Is currently involved in an approval process or dispute resolution process with the Council.

## 5. KEY CONSIDERATIONS

### 5.1 VALUE FOR MONEY

Council will apply a business approach to achieving 'value for money' when providing or receiving sponsorship.

The evaluation of 'value for money' will not be interpreted as the highest price when receiving sponsorship or the lowest price when providing sponsorship.

### 5.2 PROVIDING SPONSORSHIP

In providing sponsorship Council will consider:

1. The social, environmental and economic value of the proposal.
2. The real cost of providing and servicing the sponsorship against the costs of alternative marketing, including the value of the initiative and potential negative impacts on existing sponsorships.
3. The GST implications of providing in-kind sponsorship.
4. The strategic alliance with the organisation concerned, ensuring the initiative supports the Council's goals.
5. Whether the sponsorship will enhance public perception and reputation of the municipality.
6. The capacity to attract new audiences to the municipality or enhance existing relationships.
7. The scale and scope of the sponsorship and the potential economic, social and cultural benefits to the municipality.
8. The financial position of the Council and the ability/effort required to provide the sponsorship.
9. Any actual or potential conflict(s) of interest.
10. Other sponsors, actual or proposed, of the event/program.

### 5.3 RECEIVING SPONSORSHIP

In receiving sponsorship, the Council will consider:

1. The strategic alliance with the proposed sponsor, ensuring the initiative supports Council's goals and objectives.
2. The industry sector or business type that the sponsor represents and whether other sponsors represent the same industry/business type. Council may limit the number of sponsors from a particular industry/business type on any given event/program to avoid conflict (perceived or actual) between sponsors and to ensure maximum positive exposure is provided to all sponsor partners.
3. The capacity to attract new audiences or enhance existing relationships with key local or regional groups.
4. The real cost of servicing the sponsorship arrangement in comparison to the support received (e.g. through implementing naming rights).
5. The retention or promotion of its goodwill and reputation.
6. The likely impact on its reputation.
7. Any actual or potential conflict(s) of interest.
8. The potential economic, social and cultural benefits of the sponsorship to the municipality.

## 6. NAMING RIGHTS AND BRANDING

### 6.1 NAMING RIGHTS

Naming rights for a Council event or activity will require the approval of the Council.

### 6.2 BRANDING OF EVENTS

Branding of an event sponsored by the Council will be commensurate with the level of sponsorship provided by the Council for that event.

## **7. APPROVAL OF SPONSORSHIP**

Where the Council is either receiving sponsorship or is sponsoring an event or activity, authority to either provide or accept and enter into a sponsorship agreement will align with the Council's primary delegation to the Chief Executive Officer and the Manual of Delegation from the Chief Executive Officer to Council Staff in regard to the Financial Delegation levels contained in Schedule C to that document and be limited to third level Managers and above.

## **8. CONFLICTS OF INTEREST**

- 8.1 Actual or potential conflicts of interest posed by a potential sponsorship arrangement are to be identified as part of the assessment process.
- 8.2 No employee of the Council may seek or receive a personal benefit or be perceived to receive a personal benefit as a result of a sponsorship.

## **9. TRANSPARENCY**

A list of Sponsorship Agreements will be made available on the Council's web site.

## **10. REFERENCE TO OTHER COUNCIL POLICIES, ETC**

- Councillors' Code of Conduct
- Code of Conduct For Employees
- Miscellaneous Sub-Delegations from the Chief Executive Officer to Council Staff
- Information Privacy & Data Protection Policy
- Council Plan

## **11. CHARTER OF HUMAN RIGHTS AND RESPONSIBILITIES**

It is considered that this policy does not impact negatively on any rights identified in the *Charter of Human Rights and Responsibilities Act 2006*.

## **12. POLICY REVIEW**

This policy will be submitted for review, 2 years from the date of its adoption.

**13. REFERENCES**

*“Sponsorship in the public sector A guide to developing policies and procedures for both receiving and granting sponsorship”* Independent Commission Against Corruption - May 2006.

Queensland Government Sponsorship Policy December 2013.