

Council Policy NB-P-31

Sponsorship Policy

Purpose

To provide an overarching framework for the seeking, receiving, and managing of incoming sponsorships.

Policy Principles

Sponsorships support and empower Council to deliver a diverse range of projects to meet the needs of the community.

Sponsorship is a commercial arrangement in which a sponsor provides a financial or in-kind contribution to Council to support a project in return for specified benefits.

Sponsorship is not philanthropic and does not include selling advertising space, joint ventures and unconditional gifts, donations, bequests, or endowments. A sponsor receives benefits to the value of their financial and/or in-kind contribution.

The key principles for the Policy have been developed with reference to the *Sponsorship in the public sector*, Independent Commission Against Corruption (ICAC) 2006 principles, this includes:

1. Sponsorship agreements will not limit, or imply conditions that appear to limit, Council's ability to carry out its functions fully and impartially.
2. There should be no real or apparent conflict between the objectives and mission of Council and those of the sponsor partner.
3. Sponsorship will only be sought or accepted from people or organisations where it will not compromise or be seen to compromise Council's ability to exercise its regulatory and planning functions.
4. Council officials involved in the negotiation and approval of sponsorship will not be involved in the exercise of regulatory and planning functions.
5. A sponsor or sponsor's product will not be explicitly endorsed by Council.
6. Sponsorships will be sought and granted by using broadly based, open processes that are not limited solely to invited sponsors or by using the most open strategy that is appropriate for the particular circumstances.
7. Where sponsorship involves the provision of a sponsor's product, the product will be evaluated for its fitness for purpose against relevant and objective operational criteria.
8. Council officials will not derive a personal benefit from a sponsorship arrangement.
9. Sponsorship opportunities will be promoted in a way that does not confer or imply an unfair advantage and maximises the potential public benefit.
10. Sponsorship proposals will be assessed against predetermined criteria which have been published in advance.
11. Sponsorship arrangements will be formalised in a written Sponsorship Agreement and recorded in Council's Sponsorship Register.
12. All sponsorship arrangements must be approved by the Chief Executive Officer or delegate as per the Sponsorship guidelines.
13. Sponsorship proposals greater than \$100,000 per year must be reported to Council and approved by the elected Council.

Scope and Application

This Policy applies to all sponsorship agreements entered by Council as the recipient of sponsorships.

It also applies to all employees, agents, officers, and Councillors of Northern Beaches Council.

This Policy does not apply to:

- donations, grants, bequests, advertising space or editorial content; or
- users and/or lessees of Council facilities.

Criteria for Attracting Sponsors

Any sponsorship arrangement that is offered or sought by Council must:

- benefit the Northern Beaches and its residents, workers and visitors;
- not create an actual or perceived conflict of interest; and
- not fetter or interfere with Council's compliance with and exercise of its legislative obligations under the Local Government Act 1993, the Environmental Planning and Assessment Act 1979 and Council's planning instruments, the Roads Act 1993 or any other legislation.

Sponsorship opportunities should be promoted widely in a way commensurate to the scope and value of the sponsorship.

Sponsorships for amounts greater than \$10,000 must be advertised on Council's website.

Benefits for Sponsors

Acknowledgement and sponsorship benefits should be commensurate with the sponsorship contribution made and the scope of project. The following benefits are acceptable, subject to a written Sponsorship Agreement and include but not limited to:

- inclusion of sponsor's branding/name/logo on collateral such as signage, banners, posters, brochures, advertisements, emails, social media and website;
- exposure at events through verbal acknowledgement, signage, access to floor space for activation and integration into the official event program; and
- online promotion including banners, splashes, sponsored segments and naming rights in exceptional circumstances and if approved by Council.

Process for Assessing Sponsorship

Sponsorship Proposals must be assessed against the below predetermined and publicly available criteria:

- the sponsoring organisation must be compatible with Council's values and strategic objectives;
- the sponsoring organisation must agree to the sponsorship benefits offered;
- the sponsoring organisation must not be involved in conflict or conflict of interest with Council;

- the sponsoring organisation must be seen to have the capacity to fulfil its sponsorship obligations; and
- the sponsorship arrangement must benefit both parties.

Approvals for Sponsorship

The Chief Executive Officer or delegated Council officers can approve sponsorship proposals and sponsorship agreements.

Sponsorship proposals greater than \$100,000 per year must be reported to Council and approved by the elected Council

Reporting Requirements: Sponsorship Proposals, Agreements and Register

All incoming sponsorships need to be documented, through a sponsorship proposal, sponsorship agreement and recorded in a sponsorship register.

Definitions

Advertising – the licensing of Council space for commercial signage for cash or in-kind returns over an agreed period. Advertising is not a sponsorship. However, advertising may be offered as part of a sponsorship proposal.

In-kind – describes products or services provided in lieu of cash in exchange for sponsorship rights.

Project - any program, project, event, asset, service, or infrastructure delivered or managed by Council.

Sponsor – a person or entity with a Sponsorship Agreement with Council.

Sponsorship – a commercial arrangement in which a Sponsor provides a financial or in-kind contribution to Council to support an event, program, or activity in return for specified benefits. Sponsorship is not philanthropic and does not include selling advertising space, joint ventures and unconditional gifts, donations, bequests, or endowments.

Sponsorship Agreement – an agreement signed by both parties outlining all aspects of the sponsorship, including benefits, communication, and payment schedule.

Sponsorship Proposal - a document used to seek sponsorship from relevant entities for a project in exchange for benefits. It includes audience demographics, sponsorship packages, benefits, and terms and conditions.

Sponsorship Register - an official list or record of names or items.

References and Related Documents

- *Sponsorship in the public sector*, Independent Commission Against Corruption (2006)
- *Direct Negotiations: Guidelines for Managing Risk*, Independent Commission Against Corruption (2019)
- Northern Beaches Council Policy Framework
- Northern Beaches Council Code of Conduct 2022
- Council's Privacy Policy 2024
- Northern Beaches Council Fraud and Corruption Control Policy 2024

- Northern Beaches Council Gambling Harm Minimisation Policy 2024
- Local Government Act 1993
- Public Interest Disclosures Policy 2023

Community Strategic Plan

This Council policy relates to the Community Strategic Plan Outcomes of:

- Community and belonging - Goal 7 Our diverse community is supported to participate in their chosen cultural life
- Good governance - Goal 19 Our Council is transparent and trusted to make decisions that reflect the values of the community

Responsible Officer

Executive Manager Communications and Community Engagement

Review Date

2028

Revision History

Policy number	Date	Detail	TRIM #
	9/10/2024	Draft Policy for Council consideration	2019/686001
NB-P-31	10/12/2024	Adopted by Council	2019/686001