

## Event sponsorship

<b>Policy, procedure, protocol</b>	Policy
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<b>Related documents</b>	Privacy Management Plan Special Events Sponsorship - Guidelines
<b>Author</b>	Promotions and Events Officer
<b>Section / Department</b>	Governance & Organisation Performance
<b>Linkage to Our Community Plan</b>	3 Economy
<b>Objective</b>	3.1 We will have an attractive and diverse environment for business, tourism and industry
<b>Strategy</b>	3.1.5 Attract and grow events which contribute to the economy with a focus on high participatory events

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## **1. Purpose**

### **1.1 Outbound Event Sponsorship**

Council will make provision in its budget each year to provide sponsorship to selected organisations. The purpose of the policy is to provide a framework for Council to sponsor events in return for:

- (a) Promotional exposure of the Clarence Valley
- (b) Economic benefit through increased tourist visitation and spending including business market stimulation
- (c) Enhancing the Clarence Valley's image and profile and capitalising on the assets of the Clarence Valley
- (d) Enhancing the 'liveability' qualities for residents and prospective residents of the Clarence Valley

### **1.2 Inbound Event Sponsorship**

Council will assess on a case by case basis what is commercially viable and acceptable for sponsorship of Clarence Valley Council hosted or organised events.

## **2. Definitions**

- (a) Outbound Event Sponsorship means a business transaction in which Council provides a financial contribution or value in-kind, to support an event, project, service or activity, in return for negotiated commercial and other benefits to the Clarence Valley
- (b) Inbound Event Sponsorship means a business transaction in which an organisation provides a financial contribution or value in-kind to Clarence Valley Council to support an event, project or activity in return for negotiated commercial benefits

## **3. Principles**

Council commits itself to the following principles:

- (a) Accountability and transparency – the policy provides a framework for transparent and merit based awarding of sponsorships and a system of accountability for the recipient
- (b) Support the community – the policy allows for Council to support community events

## **4. Policy – Outbound Event Sponsorship**

### **4.1 Eligibility**

#### **4.1.1 To be eligible for Event Sponsorship, an applicant must be:**

- (a) a registered organisation with an ABN; or
- (b) a Not-for-Profit organisation; and
- (c) Event Sponsorship will only be awarded in cases where the event takes place within the Clarence Valley Local Government Area.

#### **4.1.2 This policy does not apply to sponsorship requests from or for:**

- (a) the Clarence Valley Sport and Cultural Trust Fund (this is a separately funded Trust of Council with its own policy and funding criteria);
- (b) the Clarence Valley Sports Council;
- (c) the Clarence Cultural Committee; or

- (d) s355 Committees of Council
- (e) individuals or organisations raising funds on behalf of another community group/organisation
- (f) capital expenditure, purchasing of equipment, contributions to charities
- (g) Community initiatives program

#### **4.2 Criteria**

To be eligible for Event Sponsorship, applicants must demonstrate that:

- (a) the event is consistent with Council's values and objectives
- (b) the event is of benefit to the Clarence Valley (this maybe economic, social, community or environmental benefit) and how the event will attract the audience/visitors relevant to the level of sponsorship applied for
- (c) the event will provide public acknowledgement of Council through publications, broadcasts or social media
- (d) they have a suitably qualified team to manage the event
- (e) any previous Council funding has been appropriately acquitted
- (f) the event is financially viable

#### **4.3 Lodging an Application**

- (a) Applications must be lodged using Council's standard Special Events Sponsorship Application form, prepared in accordance with any published guidelines and submitted in accordance with advertised timeframes.
- (b) For applications received during the course of a financial year, the completed application must be submitted to Council at least 4 months prior to the commencement of the special event.

### **5. Procedures**

#### **5.1 Assessment of Applications**

Applications will be assessed against the criteria provided in section 4.2 initially by the Economic Development team. A recommendation will be made to a formal meeting of Council for final determination of successful applicants.

#### **5.2 Agreement**

Successful applicants will be required to sign a letter of agreement, agreeing to Council's terms and conditions of Event Sponsorship prior to any monies being released.

#### **5.3 Payment**

- (a) Events eligible for sponsorship of \$1,000 and under, full payment can be claimed upon signing the letter of agreement
- (b) Events eligible for sponsorship over \$1,000, an initial payment can be claimed within 60 business days of the event commencement date (amounts to be agreed in the letter of agreement). The final payment will be paid on the receipt of a complete acquittal report submitted to Council within three months of the event. Final payment maybe withheld if the applicant is unable to provide evidence that they have met all agreed conditions regarding acknowledgement of Council's sponsorship

#### **5.4 Acquittal**

Successful applicants must provide a final report to Council within three months of event completion, completing all sections of the standard Events Sponsorship Acquittal template.

#### **6. Future Event Sponsorship**

Sponsorship money is paid on a one – off basis and no guarantees are made for on-going support. Applicants must re-apply for Event Sponsorship once the period indicated in the sponsorship agreement has expired.

#### **7. Policy - Inbound Event Sponsorship**

Council will assess on a case by case basis what is commercially viable and acceptable for sponsorship of Clarence Valley Council hosted or organised events, taking into consideration the following:

- (a) The sponsorship will place no limitation on Council's ability to impartially carry out its full range of functions.
- (b) There is no conflict between the objectives and mission of Council and those of the sponsor.
- (c) There is no explicit endorsement by Council of the sponsor's products.
- (d) No personal benefit is sought or received by any staff member of Council from the sponsorship.
- (e) There is a written agreement between Council and the sponsor.