



Sponsorship of City Assets, Services and Activities Policy

Responsible Division	Major Projects and Commercial Activities
Responsible Business Unit	Commercial Activities / Building Works / Community Development / Assets and Mapping Services
Responsible Officer	Manager Recreation and Commercial Activities Manager Community Development Manager Engineering and Asset and Mapping Services
Affected Business Units	Recreation and Commercial Activities, Community Services
ECM Document Set ID	4221106

Purpose

To document an effective organisational approach to seeking, considering and accepting offers for sponsorship of the City of Bayswater (City) assets, services or activities and to provide consistency across the organisation when seeking such sponsorship.

Scope

This policy covers:

- The actions and activities of all service areas of the City of Bayswater.
- Venues owned and/or managed by the City of Bayswater, including recreation facilities, libraries, depot, Civic Centre and community centres.

The policy however, does not cover the actions and activities of any affiliated, associated or other community organisations nor does it empower the City to negotiate or develop sponsorship arrangements on behalf of any affiliated, associated or other community organisations.

Support in the form of sponsorship and grants provided by the City to individuals and community based organisations is not considered sponsorship under the terms of this Policy as they are covered by the City's Community Grants Policy.

Definitions

For the purpose of this policy:

Sponsor: means an organisation or individual providing resources to the City for use in achieving City objectives, in return for specific benefits.

Sponsorship: means an arrangement in which a sponsor provides financial, in-kind, or volunteer resources to support City assets, services or activities, in return for the rights and association which may be used for commercial advantage.

Policy Statement

To provide additional income or offset costs, the City may seek sponsorship of its programs, services, facilities, events and projects.

1. PRINCIPLES

- 1.1 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.
- 1.2 Any sponsorship arrangements undertaken should not replace a service required by law nor inhibit the City's ability to ensure that events, programs and services are accessible and appropriate to all groups in the community.
- 1.3 Sponsorship arrangements must:
 - (a) be consistent with the City's vision, objectives, corporate identity and values;
 - (b) demonstrate value for money for the City;
 - (c) assist in building awareness about the City and its associated services, facilities and or activities; and
 - (d) provide opportunities that are mutually beneficial to the City and the other party.
- 1.4 All benefits received by the City as a result of a sponsorship agreement will be used directly to support the City's assets, services and activities.
- 1.5 All sponsorship agreements will be signed, dated and in the form of a written agreement and must comply with the provisions outlined in clause 4 of this policy.
- 1.6 Prior to entering into a sponsorship agreement the City shall ensure that the sponsorship would not:
 - (a) Be perceived to influence or hinder how the City operates;
 - (b) Impose or imply conditions that would limit or would appear to limit the City's ability to carry out its functions fully or impartially;
 - (c) Damage the reputation and credibility of the City by making agreements with unsuitable third parties;
 - (d) Involve a real or apparent conflict between the mission and values of the City and those of the sponsor;
 - (e) Conflict with the City's objectives; or
 - (f) Conflict with existing signed agreements with other sponsors or partners.
- 1.7 Establishment of sponsorship agreements shall be carried out in a transparent, efficient, fair and consistent manner.
- 1.8 Where the sponsorship rights offered will require input from a cross Directorate team of staff, agreement of each work area shall be established prior to the commencement of the activity.
- 1.9 An existing sponsorship agreement may be transferred to another party by written agreement between the parties.

2. SPONSORSHIPS NOT PERMITTED UNDER THIS POLICY

The City will not undertake or facilitate sponsorship that:

- (a) Restricts access to City events, programs and services by the widest audience possible;
- (b) Personally benefits Councillors, employees, or their respective families and friends;
- (c) Gives an external organisation influence over the City and access to restricted information;
- (d) Poses a conflict with the broader policies, objectives and practices of the City;
- (e) Requires City endorsement of contentious community issues;
- (f) Requires the City to commit to delivering a product or service which it does not have the means, infrastructure or resources to do so;
- (g) Requires endorsement of organisations of a political, religious and/or race specific nature;
- (h) Could potentially contravene the law or be detrimental to public health or safety;
- (i) Involves sponsors in political fields (for example political parties);
- (j) Requires research to establish the viability of undertaking a sponsorship, where that research exceeds the value of the sponsorship itself;
- (k) Does not have clearly-defined objectives and timeframes which allow the sponsor and the City to evaluate the outcome and results;
- (l) Does not have a written letter of agreement and/or contract between the City and the sponsor;
- (m) Places a price on a sponsorship package which does not represent value-for-money for either the sponsor or the City; or
- (n) Is not in the best interests of the community.

3. SELECTING SPONSORS

- 3.1 A sponsor(s) will be selected by the City based on the sponsor(s) best suited for a particular project, subject to complying with the intent of this Policy.
- 3.2 The City will seek sponsorship through a range of strategies, including but not limited to: direct approach; letters of invitation; and local/state-wide advertising for sponsorship of an asset, service or activity at the discretion of the relevant Branch Manager.

4. APPROVALS

- 4.1 Sponsorship valued in excess of \$50,000 excluding GST will be presented to the CEO for approval.
- 4.2 Sponsorship proposals valued between \$20,000 and \$50,000 excluding GST will be presented to the relevant Director for approval.
- 4.3 Sponsorship proposals valued up to \$20,000 excluding GST will be presented to the relevant Business Unit Manager for approval.

5. MONITORING

- 5.1 A Sponsors' Register shall be maintained in order to provide up to date sponsor arrangements recording cumulative sponsor pledges, agreement dates and sponsor benefits.
- 5.2 The City must ensure that the sponsor does not continue to receive sponsorship rights after the sponsorship agreement has expired.

Related Legislation

Nil.

Related Documentation

Nil.

Document details

Risk evaluation	Low
Strategic link	V4 Support businesses across the City to grow and thrive.
Council adoption	22 March 2022 Resolution 10.6.1.2
Next review due	22 March 2026