



# **INCOMING SPONSORSHIP POLICY P4.0151.2**

# INCOMING SPONSORSHIP POLICY

**DIRECTORATE:** Sport, Community and Activation

**BRANCH:** Public Affairs

**CATEGORY:** 2

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## 1 Purpose

1.1. The purpose of this Policy is to establish a framework for the sponsorship of Events run by Council. Council is responsible for delivering a large number of community events, activities and programs each year which contributes to creating a connected and engaged community. As most of Council's events are free to the public, Council regularly seeks financial and In-kind Sponsorship support from local and external businesses and organisations to help enhance, grow and expand our program of events. This Policy is guided by the Special Events Management Policy, which provides Event organisers with a framework for organising Events on Public Land in the Camden LGA.

## 2. Alignment with Community Strategic Plan

2.1. 'Council's Community Strategic Plan 2036 identifies five key directions to guide Council towards achievement of the vision for Camden to 2036 that "Camden is a connected, diverse, and thriving community, embracing opportunities of growth, while valuing our rich heritage and protecting and sharing responsibility for our natural environment". The following objectives and strategies are applicable to this Policy and relevant to the key direction of a Welcoming Camden ;

- W1.1 Support initiatives that build and foster community cohesion; and
- W1.2 Celebrate creativity and growing diversity.

## 3. Scope

3.1. This Policy applies to all Sponsorships in the Camden LGA for Events run by Council and encompasses their design, application process, assessment and decision making, agreement making, monitoring and delivery. Under this Policy, Sponsorship is compliant with section 356 of the *Local Government Act 1993* and differs from regular procurement of goods, works and services.

3.2. Sponsorship relevant to this Policy is coordinated through the relevant branch of Council seeking sponsorship for their events.

- 3.3. Sponsorship requests that relate to a strategic purpose other than the organisation or promotion of Council-run Events are the responsibility of the relevant branch of Council.

#### **4. Objectives**

- 4.1. The objective of this Policy is to detail the correct process for seeking and accepting Sponsorship for Events run by Council to ensure that all Sponsorship agreements are carried out in an efficient, effective and ethical manner. This is to ensure that the administration of Sponsorship activities follows best practice principles of corporate governance as detailed in the Sponsorship 'Policy Principles' (section 5 of this Policy).

#### **5. Policy Statement**

##### **5.1. General**

- 5.1.1. Sponsorship Activities and Projects within Council are to be assessed, administered and delivered according to the following principles:

- **Robust design and processes** that reflect efficient, effective and ethical Sponsorship assessment and administration, including through the establishment of effective risk management processes.
- **Leadership and innovation** that supports and promotes Council's brand positioning as the fastest growing LGA in Australia.
- **Community engagement** that focuses on supporting local organisations, businesses and residents to achieve their community's goals.
- **Communication and messaging** through which Council can communicate the vision, brand and identity of the Camden LGA.
- **Collaboration and partnership** that provide opportunities for strategic partnership development through the Events program.
- **Achieving public benefit** through Sponsorship arrangements that add value to the Events program and promotion.
- **Governance and accountability** in which a robust governance framework clearly defines the roles and responsibilities of all parties in the Sponsorship process and supports public accountability for decision making, Sponsorship administration and delivery, and performance monitoring.

- **Probity and transparency** in which Sponsorship arrangements reflect ethical behaviour in line with Council's Statement of Business Ethics and Code of Conduct and comply with public reporting requirements.

5.1.2. All Sponsorship is to be considered through an established and endorsed set of criteria (as endorsed by Council's Executive Leadership Group) and assessment process in line with the principles outlined in this policy and will be assessed by a panel.

5.1.3. Sponsorship is an important strategy for Council as it contributes to the LGA by assisting and enhancing the delivery of Camden's high-quality annual Events and festivals program. It also provides and improves services, activities and projects for the community.

5.1.4. Council actively seeks Sponsors whose purpose and/or brand are aligned with Council's values and the needs of the Camden community.

5.1.5. Council can seek Sponsorships using methods such as open expressions of interest through print or online advertising or direct approaches to individuals, businesses or organisations when there is a strategic alignment between the prospective Sponsors and the Events for which Sponsorship is being sought.

5.1.6. Activities or Projects for which Sponsorship of Council is considered are:

- Annual events and festivals program;
- Business events program;
- Community capacity building and social inclusion events;
- Environmental and sustainability events;
- Sport and recreation events; and
- Arts and cultural events.

## **5.2. Sponsorship Conditions**

5.2.1. Sponsorship may only be acquired to add value to an existing Council Event, Activity or Project. Council must fulfil its responsibilities to the community regardless of any lack of Sponsorship support.

5.2.2. Council must only use the Sponsorship funds in accordance with the Sponsorship agreement.

5.2.3. The value of the Benefits package detailed in a Sponsorship agreement should reflect the level of financial and/or In-kind Support.

5.2.4. The Sponsor's brand or values must align with Council's brand and values and deliver positive reputational benefits for the Camden LGA community.

5.2.5. All Sponsors and their related Sponsorship agreements must be approved by the relevant Director of the branch seeking sponsorship.

5.2.6. Council must ensure that sufficient resources are available and allocated to the delivery of all benefits detailed in Sponsorship agreements.

5.2.7. There should be no real or apparent conflict between the values, objectives and ethical standard of Council and those of the Sponsor, and/or the Sponsor's related companies/businesses/organisations. Council staff involved in seeking Sponsorship must take reasonable steps to minimise the risks to Council to avoid a Sponsorship agreement that may result in a negative association being established or reputational damage to Council. Council officers must undertake adequate research (in line with the principles set out in this Policy) and due diligence.

5.2.8. Council will not accept Sponsorship from the following;

- Tobacco or tobacco-related companies;
- Companies whose services or products Council deems to be dangerous to health and wellbeing;
- Gambling services;
- Alcohol companies unless Council deems it acceptable for a specific event;
- Organisations that have received Council grant funding or cash or in-kind sponsorship within the same financial year; and
- Any other products or services Council deems to be inappropriate or in conflict with Council's values.

5.2.9. Council will not accept Sponsorship from prospective Sponsors if there may be a conflict of interest, or a perceived conflict of interest, including those associated with land development.

5.2.10. Council, at its discretion, has the right to refuse Sponsorship if it is of the opinion that the prospective Sponsor and/or their objectives may conflict with Council's social values.

5.2.11. Sponsorship and Sponsorship agreements must not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions in any way nor impose any liability on Council with regard to the conduct of the Event being Sponsored.

5.2.12. There must be no suggestion, either explicitly or implicitly, that any individual, organisation or company will be given any favourable or special treatment as a result of providing Sponsorship support to Council. Council will enforce any and all processes as set out in its policies and regulations.

- 5.2.13. No official, elected representative, employee or agent of Council is to receive or solicit any personal benefit from a Sponsorship agreement with Council.
- 5.2.14. The Sponsor of an Event may not claim (through implied or express means) that Council endorses the products or services provided by the Sponsor.
- 5.2.15. Council must not seek or accept Sponsorship from parties who are, or may be, subject to inspection or regulation by Council during the period of the Sponsorship agreement.
- 5.2.16. Council must not seek nor accept Sponsorship from parties who are or may be involved with a Planning matter before Council during the period that the Event is being promoted or held.
- 5.2.17. Any Sponsorship with Council must be formalised by a written agreement that:
- 5.2.18. Has been approved by Council's Legal and Governance branch and the relevant Director of the branch seeking sponsorship; and
- 5.2.19. Executed by all parties to the agreement.
- 5.2.20. Sponsorships attract GST at the agreed financial or determined in kind value. Sponsorship is not a donation or grant

### **5.3. Sponsorship Agreements**

5.3.1. Sponsorship agreements must include:

- Itemised Benefits for the Sponsor and Council;
- Limitations to Council's liability;
- Roles and responsibilities of the Sponsor and Council;
- Reporting and evaluation requirements of the Sponsor and Council;
- Terms and conditions specific to the Sponsorship;
- Details of Insurance cover requirements;
- Conditions that give rise to termination of the Sponsorship agreement including details about the termination process; and
- Other requirements agreed between the Sponsor and Council applicable to fulfilling the agreement.

#### **5.4. Insurance**

5.4.1. Insurance is not required for Sponsorship of Council-run events however if the Sponsor intends to participate by attending the event they would require Public Liability Insurance in the amount of \$20 million.

### **6. Roles and Responsibilities**

#### **6.1. Manager Public Affairs**

The Manager Public Affairs will be responsible for this Policy and will coordinate the following functions in relation to the Policy:

- Keeping the Policy current; and
- Investigating breaches and enforcing compliance.

#### **6.2. Team Leader Events**

The Team Leader Events will be responsible for the following functions in relation to the Policy:

- Maintaining the records register;
- Implementing communications, education and monitoring strategies; and
- Providing a point of contact about the meaning and application of the Policy.

### **7. Reporting**

7.1. There are no reporting obligations required under this Policy.

### **8. Evaluation**

8.1. The success of this Policy will be measured by:

- No reported breaches of this Policy

### **9. Review**

9.1. This Policy will be reviewed every three years or more frequently as required.

## 10. Definitions

<b>Event</b>	A festival, sporting activity, fun run, art or cultural event, market, fair, music event, exhibition, family fun day, parade, seminar, workshop or tradeshow.
<b>Activity or Project</b>	The work required to be undertaken by the Sponsor detailed in an agreement between the Sponsor and Council. This includes but is not limited to Activities or Projects that are to be performed by the sponsor as part of an Event.
<b>Benefit</b>	Return on investment or advantage to Council or the Sponsor from the Sponsorship.
<b>Council</b>	Camden Council.
<b>In-kind or Value In-Kind Support/Contribution/Sponsorship</b>	For the purposes of this Policy, a non-financial contribution of goods or services by a third party for the benefit of Council in accordance with a Sponsorship agreement.
<b>Insurance</b>	Public liability insurance and such other insurances as Council requires in the amount Council requires.
<b>LGA</b>	Local Government Area.
<b>Public Land</b>	Land that is classified as community or operational land under Division 1 of Part 2 of Chapter 6 of the <i>Local Government Act 1993</i> .
<b>Sponsor</b>	The individual, business or organisation providing a Sponsorship and receiving Benefits from Council under a Sponsorship agreement with Council.
<b>Sponsorship</b>	The provision of a financial and/or In-kind Contribution in exchange for Benefits.

## 11. Related Materials

### 11.1. Related Legislation

- *Local Government Act 1993*



**11.2. Related Policies, Procedures and Other Guidance Material**

- Incoming Sponsorship Procedures and Assessment Criteria
- Special Events Management Policy

**Approval and Review**

<b>Responsible Branch</b>	Public Affairs
<b>Responsible Manager</b>	Manager Public Affairs
<b>Date Adopted</b>	05/10/2023
<b>Version</b>	2
<b>EDMS Reference</b>	20/238865
<b>Date of Next Review</b>	31/10/2026

**Version Control**

<b>Version</b>	<b>Date Adopted</b>	<b>Approved By</b>	<b>EDMS Ref.</b>	<b>Description</b>
1	28/07/2020	Council	20/238865	Initial adoption of policy.
2	05/10/2023	ELG	20/238865	Updated to new policy template. Minor amendments in line with new policy structure.



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