



Sponsorship Policy



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Document Control

Policy	Sponsorship Policy	Policy Number	TBA
Author/Reviewer	Executive Director Corporate & Community	Review Period and Date	Reviewed within 12 months of election/4 yearly - September

This policy shall be reviewed: -

- This policy shall be reviewed within 12 months of an election, and thereafter at four yearly intervals at least, to ensure it meets all statutory requirements and the needs of council. It may also be reviewed at other times as determined by council.

Document History

Date	Status	Version	Resolution	Description
26 July 2017	Draft	0.1		Presented to Council for endorsement, public exhibition 28 days
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27 September 2017	Draft	0.3		Presented to Council for adoption
27 September 2017	Final	1.0	17/246	Adopted



Introduction

Hilltops Council is committed to providing appropriate and equitable sponsorship assistance to the community within the Hilltops Local Government Area. The policy does not cover sponsorship of Council run events.

1. Objectives

This Policy provides guidelines for the requirements and criteria for Council to allocate sponsorship assistance to suitable recipients within the Hilltops, or relevant to the region in a manner compatible with ICAC guidelines and provisions of S356 of the Local Government Act 1993 (the Act).

The policy aims:

- To provide assistance for groups, organisations or individuals seeking to organise community events and activities;
- To ensure that a fair and transparent process is used in the allocation of event/activity sponsorship funds;
- To further develop the range of existing events /activities to maximise the economic and social benefits to the regions;
- To ensure that funding is allocated to a range of events/activities with emphasis on those considered strategically important;
- To ensure that Council receives appropriate recognition for its sponsorship contribution;
- To facilitate commercial and business activity through commercial sponsorship initiatives (by Council business activities) under appropriate accountability conditions.

2. Legislation and Other References

- Local Government Act 1993
- Local Government (General) Regulation 2005
- ICAC – Sponsorship in the Public Sector 2006

3. Scope

This policy applies to all sponsorship requests received by Council but does not cover sponsorship associated with Council run events where Council may seek sponsorship from commercial entities or government agencies.

4. Definitions

Sponsorship (as defined by ICAC) - means a commercial arrangement in which a sponsor provides a contribution in money or in kind, to support an activity in return for certain specified benefits.

Sponsorship generally can be provided:

- By the corporate sector or private individuals, in support of a public-sector activity, or
- By the public-sector in support of related and worthwhile private or public-sector activities.

Sponsorship does not include:

- The selling of advertising space
- Joint ventures
- Consultancies
- Grants (in regard to received sponsorship)
- Unconditional gifts, donations, bequests or endowments.



Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond modest acknowledgement. (Sponsorship in the Public Sector. ICAC 2006 page 8)

Sponsorship can be in cash, goods or services, but not including any waiver of fees associated with any other Council policy.

Sponsorships refer to sponsorships granted on application, for the support of related and worthwhile private or public-sector activities.

5. Policy

5.1 Eligibility for Sponsorships

Sponsorships can be considered for not-for-profit groups, organisations or individuals seeking to organise an event/activity within the Hilltops Local Government Area that has demonstrable benefit to the community.

- Sponsorship sought must be for a specific community event/activity within a fixed timeframe. Ongoing operational, maintenance or administrative costs will not be sponsored.
- Successful applicants must sign and comply with a sponsorship agreement which includes requirements for:
- Acknowledgement of Council (including logo) equivalent to other similar amount sponsors and/or as stated within Council's Sponsorship agreement.
- The applicant to obtain and comply with all certificates and approvals required by law to hold the proposed event or activity
- Council to have the opportunity to display banners (as supplied by Council) at events/activities.
- Council to have the opportunity for a stall at all events/activities
- A written evaluation to be provided within three (3) months of the conclusion of the event/activity.

The following events/activities will not be eligible for funding via this programme:

- a. Fetes
 - b. Political events/activities
 - c. Any event/activity with sponsorship assessed as actual, potential or perceived conflict of interest between Council and the applicant or another sponsoring individual or organisation for such event/activity
 - d. Any event/activity which is assessed as a risk management cost to Council.
- Applicants who have received donations, grants, sponsorship from Council in the past two years will be ineligible for sponsorship funding if all requirements of the previous sponsorship have not been satisfactorily complied with and finalised.
 - Events/activities will not be sponsored retrospectively.

6. Assessment Criteria for Sponsorships

Eligible applicants will be prioritised according to the following assessment criteria:

Region wide event/activity – an event which will draw participants from the whole community or from out of town

- Local specific town or village based general community event/activity
- Sporting events/activities of State or National significance held within the Hilltops region.



In assessing applications, the Council will consider the events/activity's social and economic benefit to the community, the expected outcomes of the event/activity, demonstrated need for funding, demonstrated financial capacity and responsibility of the applicant, availability of other funding sources and appropriateness of the event/activity.

In order to maximise community participation in sponsored events/activities, applicants are encouraged to make attendance of their event/activity free to the general public.

7. Conflicts of Interest

Applicants must identify and declare any actual, potential or perceived conflicts of interest (if applicable) in accordance with Council's Code of Conduct.

No councillor or employee of Council may seek to receive a personal benefit or be perceived to receive any personal benefit, as a result of sponsorship allocation from Council.

8. Event/Activity Support Levels for Sponsorship

Sponsorship funding (cash) for events/activities held within the Hilltops LGA will be provided within the following parameters –

- Region wide event/activity – funding to a maximum of \$5,000
- Local specific town or village based general community event/activities – funding to a maximum of \$2,500.
- Sporting events/activities of State or national Significance – funding to a maximum of \$2,500.

All sponsorship will be considered on a one-off basis and no guarantee is made for future sponsorship beyond the term described in the Sponsorship Agreement. Requests for amounts greater than the above levels will be considered through a separate report to Council.

Sponsorship arrangements for annual ongoing events/activities and activities under \$1,000 may be subject to multi-year agreements over a period of up to four years, at Council's discretion.

9. In-Kind Sponsorships

Applicants must identify any in-kind sponsorship requested, including, rebate of fees and charges, or any other Council-provided services or facilities. This is over and above any cash contributions Council may make.

Requests for in-kind sponsorship will be assessed based on the criteria outlined in this policy and will be given a dollar costing at the normal rate of Council for such services or facilities. This value will be considered by Council along with all other sponsorship applications.

A limited number of items are available for loan at no charge to event/activity organisers, regardless of whether they are sponsored by Council. These include witches' hats, barrier boards and bollards and are subject to availability. To book equipment, event/activity organisers must contact Council's Customer Services area.

Council has a stage which can be used as part of an in-kind sponsorship and the putting up and taking down of the stage and its use will be valued at \$2,500.

Council will also work with an event/activity organiser to market and promote their event/activity through Council's social media channels and other digital means.

Council cannot supply bins or any other item that needs to be outsourced from an external agency.



10. Procedure

Applications for sponsorship will be invited twice yearly for events/activities.

Sponsorship applications must be lodged on the Sponsorship Application Form by the advertised closing date. The application will not be considered if it is late.

Forms will be available on Council's website at www.hilltops.nsw.gov.au or may be requested by calling Council on 6380 1200.

Applicants should lodge all of the required documents with their application.

All applications will be assessed by Councillors and staff with recommendations reported to Council for endorsement.

Applications will be prioritised in accordance with the assessment criteria of the program.

Successful applicants will be advised of Council's sponsorship including conditions of sponsorship and the Sponsorship Agreement.

Unsuccessful applicants will be notified of the outcome of their application.

11. "Out of Round" Sponsorship Applications

Should there be sufficient funds remaining from the initial sponsorship allocations, out of round applications may be considered at Council's discretion.

12. Transparency of Policy Application

Applications for sponsorship shall be considered on their merits, taking into account the guidelines of this Policy, the circumstances of each case, the availability of funds in the Council's budget and the relevant provisions of the Local Government Act (as amended) as well as guidance from the ICAC publication Sponsorship in the Public Sector 2006.

Council will make arrangements for:

- Making information about sponsorship grants available to the public on request.
- Maintaining all information relating to a sponsorship grant in a format that is readily accessible for audit inspection as required.
- Maintaining a database or register of all sponsorship grants, to be regularly maintained and accessible to random and regular audit and inspection by members of the public. Such records will assist Council with annual reporting responsibilities.

13. Transitional Arrangements

Any current arrangements which have been entered into which do not now meet this policy will be honoured and after the arrangements have expired they will come into line with this policy.