



Policy Owner: Director Corporate Services

Direction: 5. Our Civic Leadership

1. STATEMENT OF INTENT

1.1 North Sydney Council supports corporate sponsorship with organisations whose public image, products and services are consistent with the values, goals and specific policies of Council.

2. ELIGIBILITY

2.1 This Policy applies to all sponsorship agreements entered into with Council.

3. DEFINITIONS

3.1 Organisations - refer to companies, partnerships and sole traders.

3.2 Sponsorship - support given by another organisation to a Council event or activity by providing money or other resources of value to the sponsored event

4. PROVISIONS

4.1 General Principles

4.1.1 The General Manager, or an officer authorised by the General Manager, has the authority to seek and negotiate corporate sponsorship agreements.

4.1.2 Final approval of each corporate sponsorship agreements shall be by the full Council in accordance with this Policy.

4.1.3 Any consideration given to the establishment of sponsorship agreements shall include regard to the following:

a) Council is, and is seen to be, impartial with respect to its decision making;

- b) The maintenance of a consistent and professional image of Council and the sponsor within the community at all times;
- c) Realistic servicing of the sponsorship agreement by Council.
- d) Sponsorship agreements are to be developed in line with Council's long-range strategic planning and reflect unified and consistent themes.

4.1.4 In relation to sponsor products Council will not enter into a sponsorship agreement with the following:

- a) Organisations involved in the manufacture, distribution and wholesaling of tobacco and tobacco-related products;
- b) Organisations involved in the manufacture, distribution and wholesaling of alcoholic products where such a sponsorship would be related to services or activities for youth;
- c) Organisations involved in the manufacture, distribution and sale of addictive drugs; or
- d) Organisations whose services or products are injurious to health, or are perceived to be in conflict with Council's policies and responsibilities to the community.

4.1.5 Each project will be assessed on the individual merits of the sponsor and the items to be sponsored.

4.1.6 An employee of the Council or Councillors shall not accept any personal benefits from sponsorship.

4.1.7 Funds raised through sponsorship of specific expenditure items which are included in the current budget will be used for that purpose and not be redirected into general revenue.

4.1.8 Sponsorship shall be sought initially by calling for expressions of interest to ensure transparency in the selection process.

4.2 Recognition Mechanisms

4.2.1 Council will recognise its corporate sponsors in a number of ways. The extent of such recognition will be determined in relation to the level and nature of the sponsorship. Such forms of recognition may include:

- a) Appropriate signage of the sponsored item;
- b) Media release and seeking of associated media opportunities;
- c) Invitations to selected Council functions;
- d) Printing of the sponsor's name and logo in Council's Annual Report and other external publications;

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- e) Naming rights for an event, building, etc for the term of the sponsorship;
 - f) Award or trophy struck in the sponsor's name and publicly presented;
 - g) Right to use the asset, service, event, name and logo etc. in sponsor's advertising and sales promotion in a form to be mutually agreed;
 - h) Event facilities, which may include hospitality, free preferential seats, event functions, award presentation, car parking, VIP functions, etc;
 - i) Merchandising of goods at selected points of sale;
 - j) Static display in the foyer of Council's administration building (Customer Services Centre) or other Council-owned facility in a form to be mutually agreed;
 - k) Professional footage and photography of the asset, service, event, etc, for use by the sponsor in a form to be mutually agreed;
 - l) To use the asset or facility, subject to approval in each individual case, in static displays or for an activity of the sponsor when not required for Council's use; and
 - m) Opportunity for sponsor's name and/or logo to be promoted through appropriate general advertising by Council.

4.3 Sponsorship Conditions

4.3.1 Sponsorships must comply with the following conditions:

- a) The sponsorship must not conflict or be seen to conflict with the objectives and policies of the Council;
- b) The sponsor shall not impose or imply conditions that would limit the Council's ability to carry out its functions fully and impartially;
- c) Council explicitly will not endorse the sponsor or its products; and
- d) The agreement to sponsor will not control or influence in any way any other dealings between the parties.

4.3.2 The Council may terminate the sponsorship agreement if any of the conditions in 4.3.1 occur.

In particular:

- a) If Council is asked to make a determination in respect of an application made to it by the sponsor for approval under a statute which requires the exercise of Council's discretion then the Council will have the right to terminate the sponsorship

agreement and no party shall be entitled to claim compensation. Council may also seek appropriate independent advice on the merits of the application, whether it ought to be approved, and if so, on what conditions;

- b) serve a notice on the sponsor pursuant to a function, the contract will be terminated without the right of either party to claim compensation.

4.3.3 Benefits accorded to sponsors will be determined by the value of the sponsorship in dollar terms, the length of the sponsorship and the type of asset, service, function or program being sponsored. For major sponsors with a multi-year commitment, sponsorship benefits may need to be negotiated on an individual basis.

5. RESPONSIBILITY/ACCOUNTABILITY

- 5.1 The General Manager is responsible for authorising Council officers to seek and negotiate corporate sponsorship agreements.

6. RELATED POLICIES/DOCUMENTS/LEGISLATION

The Policy should be read in conjunction with the following Council policies and documents:

- Financial Management Policy

Version	Date Approved	Approved by	Resolution No.	Review Date
1	2 August 2004	Council	794	2008/09
2	16 February 2009	Council	61	2012/13
3	18 February 2013	Council	61	2016/17
4	25 June 2018	Council	214	2020/21