SPONSORSHIP POLICY

Policy Reference No. POL/174
File No. HCC15/190
Strategic Objective 3.3 Strengthen community connections through local community events and the arts
Adopted by Council 30 August 2010
Re-Adopted 25 June 2018
Date for Review June 2019
Responsible Officer Manager Communications and Events
Department Communications and Events
1 POLICY STATEMENT

1.1 Sponsorship between Hume City Council and an external party (organisation or group), whether incoming or outgoing, can be undertaken to offset the costs and/or maximise opportunities for Council and/or the community in relation to the staging of an event or activity.

1.2 Sponsorship can be either financial (cash) or in-kind (products and/or services).

2 PURPOSE

2.1 The Sponsorship Policy provides a framework for managing the provision or receipt of Council’s sponsorship to ensure that it:

- Maximises opportunities to provide or obtain sponsorship for an event or activity, ensuring both parties receive value for money under the agreement;
- Protects Council’s position and reputation through a sponsorship agreement; and
- Adopts a consistent and professional approach towards sponsorship.

3 SCOPE

3.1 This policy applies to:

- Outgoing sponsorship - where Council provides a financial (cash) amount or in-kind benefit to an external party for mutual benefit. Council may sponsor an event or activity that will achieve positive outcomes for Council and/or Hume City.
- Incoming sponsorship - a financial (cash) amount or in-kind benefit received by Council to offset the costs related to the staging of an event or activity.

3.2 External parties are considered to be organisations or groups, not an individual.

3.3 The Sponsorship Policy does not apply to Council’s building/facility naming rights, grants or scholarship programs.

4 OBJECTIVE

4.1 To better enable Council to review sponsorship opportunities, both outgoing and incoming, in a timely manner and within the context of its annual budget process.

5 POLICY IMPLEMENTATION

5.1 Hume City Council will actively seek opportunities to work with external parties and identify sponsorship opportunities for mutual benefit, which are in keeping with its strategic priorities and core values of social justice and sustainability as well as its commitment to Child Safe Standards.

5.2 Sponsorship opportunities are considered in terms of how they meet key selection criteria, aligned to the themes of Hume Horizons 2040.

5.3 Any sponsorship Council undertakes must not compromise its reputation, image, probity or ability to fulfil its functions and responsibilities. Council retains the right to decline a sponsorship agreement with any external party, in respect to particular products/services for which Council, in its sole discretion, considers inappropriate, inopportune or if costs and inputs outweigh the benefits.
5.4 Council will not, however, under any circumstances enter into sponsorship agreements with external parties who:

- Conflict with Council’s social justice charter and principles of equity, access, participation, rights and accessibility for all community groups
- Pose a conflict with the broader policies and practices of Council or may be perceived in conflict
- Undertakes any illegal or unethical activity that negatively impacts the community and/or natural environment

6 POLICY IMPLEMENTATION

6.1 Outgoing Sponsorship

6.1.1 External parties must complete and submit a Sponsorship Application Form and provide supporting documentation before 30 October each year for consideration as part of the next financial year’s budget.

6.1.2 To be eligible for consideration of sponsorship, applicants must:

- Apply on behalf of an event or activity that is relevant to Hume City;
- Be an incorporated group/organisation (or auspiced by an incorporated party);
- and
- Be clear of any outstanding debts with Council and have submitted all previous sponsorship reports and acquittals.

6.1.3 If the applicant is deemed eligible (as outlined above), the application is then assessed to ensure that it meets Council’s sponsorship principles (as outlined in item 5) and will achieve mutually beneficially outcomes.

6.1.4 As such, a Sponsorship Application Form must be completed providing the following information:

- An overview of the event or activity (including dates, times and locations),
- An outline of the opportunities for community participation or engagement,
- The objectives (or the desired outcomes) of the event and activity,
- How the event or activity is relevant to Hume City and/or Council,
- Identification of all existing funding sources that have been secured,
- A proposal on how Council’s sponsorship will support the event or activity,
- Any costs that will be incurred by participants or spectators,
- Plans to minimise environmental impact such as waste avoidance / minimisation and green travel opportunities, and
- Benefits and recognition Council will obtain as a result of providing sponsorship.
6.1.5 Additionally, the application must specify how it responds to the themes of *Hume Horizons 2040*, through meeting the key selection criteria, as outlined below:

<table>
<thead>
<tr>
<th>THEME</th>
<th>KEY SELECTION CRITERIA</th>
</tr>
</thead>
</table>
| A well-educated and employed community             | • Capacity to contribute to economic development within Hume City  
• Provides opportunity for the local business community to be involved  
• Potential to generate revenue by attracting participants/spectators from outside the City  
• Provides opportunities for marketing Hume City to a wider audience |
| A healthy and safe community                       | • Safe, accessible and held in a people-friendly environment  
• Healthy food options are provided as appropriate  
• All Working With Children requirements are met and/or opportunities for children and parents are provided as appropriate (such as parent pods, kids activities) |
| A culturally vibrant and connected community       | • Significant community relevance and benefit  
• Inclusive of people with diverse cultural and socio-economic lifestyles and interests  
• Provides opportunities for expression, engagement and/or exposure to artistic and cultural audience |
| A sustainably built and well-maintained City with an environmentally-aware community | • Capacity for increasing and understanding of environmental issues, positive long term change, sustainable growth or value-adding  
• Environmental protection is an integral component; low-waste / waste-free will be prioritised  
• Promotes and encourages sustainable transport |
| A well-governed and engaged community              | • Provides opportunities for community interaction and/or participation  
• Compliant with all relevant legislative requirements, standards and Council policy (e.g. OH&S, Child Safety Standards) |

6.2 Incoming Sponsorship

6.2.1 Hume City Council will also seek sponsorship from external parties to offset the costs and/or to maximise opportunities for Council related to the staging of an event or activity.

6.2.2 Proposals will detail the event or activity on offer; the funding contribution opportunities and the benefits that will be provided. A number of options for sponsorship will be provided, with a reasonable difference in benefits noted for each level of contribution.

6.2.3 The type of business or service provided will be considered to ensure it is in keeping with the sponsorship objectives before the offer is made (i.e. a healthy food outlet could be approached for a healthy eating initiative).
6.3 Sponsorship Report

6.3.1 Whether outgoing or incoming sponsorship, a Sponsorship Report is to be provided by the sponsor within three (3) months after the arrangement, detailing:

- how the sponsorship was spent/used,
- return on investment (with examples of the benefits achieved), and
- other relevant information.

7 DEFINITIONS AND ABBREVIATIONS

- Sponsorship – a financial (cash) amount or in-kind benefit provided in return for mutual benefits
- Event – an occasion or celebration, sometimes known as a festival, that can include performances, stalls, rides, speeches and other entertainment; usually attracts both spectators and participants
- Activity – a workshop, performance or program where there is usually an element participation
- Financial – refers to a cash amount provided for sponsorship
- In-kind – refers to benefits that are not financial (cash) above $1000, for example equipment such as prizes / gifts, bins, traffic management, merchandise or advertising
- Agreement – a signed document between Council and an external party detailing all associated costs, benefits and commitments relating to the sponsorship
- External parties – refers to incorporated groups or organisations applying or receiving sponsorship
- Benefits – mutual advantages gained from sponsorship; this may include brand recognition, advertising and on-site promotion

8 RELATED DOCUMENTS

8.1 Outgoing Sponsorship - External Parties Seeking Sponsorship from Council
- Sponsorship Application Form
- Sponsorship Agreement Example
- Sponsorship Accountability Report Form

8.2 Incoming Sponsorship - Council Seeking Sponsorship from External Parties
- Sponsorship Proposal Example
- Sponsorship Agreement Example
- Sponsorship Report Example

<table>
<thead>
<tr>
<th>Date Adopted</th>
<th>30 August 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date Re-Adopted</td>
<td>25 June 2018</td>
</tr>
<tr>
<td>Review Date</td>
<td>June 2019</td>
</tr>
</tbody>
</table>