

Council Policy

Council Policy Name: Sponsorship Arrangements

Responsible Directorate: Economic and Business Development / Community Planning **Version:** Adopted

1. PURPOSE

1.1. The purpose of this policy is to outline the framework under which the City will enter into Sponsorship arrangements.

2. SCOPE

2.1. This Policy applies to sponsorship arrangements where:

- the City of Busselton agrees to provide a Sponsorship to an external Person/s; and
- the City agrees to receive a Sponsorship from an external Person

3. DEFINITIONS

Term	Meaning
City Sponsorship	a Sponsorship proposed or provided by the City to or requested by a Person in support of a Sponsorship Activity of a person other than the City.
External Sponsorship	a Sponsorship proposed or provided by a Person to or requested by the City in support of a City Sponsorship Activity.
Policy	This policy entitled Sponsorships Arrangements.
Person	a natural person or legal entity (including an association, a partnership, joint venture or the City), as determined by the context.
Sponsorship	an arrangement under which a Person provides a contribution in money, in-kind support, and/or promotional opportunities of another Person's Sponsorship Activity in return for agreed benefits.
Sponsorship Activity	includes an activity (eg award, event, program, initiative, service) or facility (eg. building, venue, sports facility) or asset (eg. Music instrument, artwork or motor vehicle) for which monetary or in-kind support or contribution is being requested or proposed.

4. STRATEGIC CONTEXT

Strategic Outcome	Objective
LIFESTYLE	2: Recognise, respect and support arts, heritage and cultural diversity.
	3: Facilitate access to inclusive services, places and spaces to support community members to connect and thrive at every stage of life.
OPPORTUNITY	12: Facilitate an innovative and diversified economy that supports investment and growth.
	13: be a destination of choice for unique tourism experiences and events.

5. POLICY STATEMENT

- 5.1. Sponsorships provide the City with an opportunity to work with key partners in the provision of a range of services and programs aligned to the social, economic, environmental and/or civic objectives of the City as outlined in the City's Strategic Community Plan.
- 5.2. The primary benefits for the provision of City Sponsorships is to support community programs, which meet the City's goals and objectives and/or to bring benefit to the City and the broader community. The City may have additional requirements, including:
 - a. acknowledgement of the City's Sponsorship;
 - b. reports and data related to the Sponsorship Activity.
- 5.3. The primary benefits for Persons providing External Sponsorships is to reach key target audiences and/or meet their corporate social responsibility goals. The City may provide such a Person additional benefits, including:
 - a. use of the City's logos, content and imagery;
 - b. branding (including naming rights) on infrastructure and event marketing;
 - c. opportunities to develop co-branded marketing and/or promotional initiatives;
 - d. acknowledgement of the sponsors contribution; and/or
 - e. ceremonial involvement, including attendance at events, functions or programs.
- 5.4. A Sponsorship proposal should demonstrate:
 - a. benefit to the City, its ratepayers, residents, visitors and/or the community at large; and
 - b. be consistent with the City's strategic objectives and policies.
- 5.5. The City will not provide a City Sponsorship or agree to accept an External Sponsorship that:
 - a. could reasonably compromise (perceived or actual) the City's reputation;
 - b. requires the City's endorsement of the Person or the Person's activities, products or services;
 - c. limits the City's ability to carry out its legislative functions fully and impartially;
 - d. in an improper way, influences decisions or actions of the City;
 - e. unreasonably restricts community or visitor access to the City's Sponsorship Activities;
 - f. is inconsistent with social justice principles of equity, participation, rights and accessibility for all persons and groups within the community;
 - g. allows ownership and control of assets that form part of Sponsorship Activities to be removed from the City.
- 5.6. The CEO may outline further criteria and procedures in operational practices or guidelines for the purpose of assessing and determining Sponsorship proposals.
- 5.7. The City may:
 - a. identify and explore opportunities for potential Sponsorships; and
 - b. may initiate contact (either directly or via third parties) with Persons who satisfy the requirements under this Policy.
- 5.8. The City reserves the right not to provide a City Sponsorship or to decline to accept External Sponsorship from any Person for any reason.
- 5.9. Council approval is required for External Sponsorship where the value of External Sponsorship received by the City [i.e. the aggregate of both monetary and in-kind contributions] exceeds or is expected to exceed \$250,000.

Managing Conflicts of Interest

- 5.10. All City employees and elected members are bound by the relevant City of Busselton Codes of Conduct and are prohibited from receiving personal financial rewards for their involvement in the engagement of Sponsorship (including the solicitation, negotiation, authorisation or execution).

- 5.11. City employees and elected members receiving products, goods or services from sponsors, must disclose the receipt of such gifts in accordance with the City's policies and Code of Conduct.
- 5.12. City employees and elected members must also declare an interest if a closely associated person (as defined in the *Local Government Act 1995*) is negotiating or entering into Sponsorship with the City.

6. RELATED DOCUMENTATION / LEGISLATION

- 6.1. *Local Government Act 1995*
- 6.2. Council Policy: Events
- 6.3. Events Sponsorship Guidelines
- 6.4. Community Assistance Program Guidelines
- 6.5. Guidelines – Minor Donations Program
- 6.6. [Economic Development & Marketing Grants Guidelines](#)
- 6.7. City of Busselton Community Development Plan 2022-2027
- 6.8. City of Busselton Employee Code of Conduct
- 6.9. City of Busselton Code of Conduct for Council Members, Committee Members and Candidates

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE	11 December 2024	Resolution #	C2412/344
Previous Adoption	DATE	11 March 2020	Resolution #	C2003/081