

## Council Policy

# Sponsorship and Corporate Partnerships

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<b>Portfolio</b>	Customer and Regional Prosperity	<b>Next Review Date</b>	20/12/2026
<b>Business Unit</b>	Regional Prosperity and Communications	<b>Document ID</b>	12442821

### 1. Purpose/Objective

The purpose of this Sponsorship and Corporate Partnership policy is to provide a structured framework to guide the context and establishment of decisions regarding incoming sponsorship and partnership agreements.

Council may offer opportunities for external businesses to support Council produced events, programs, activities and assets through the provision of direct sponsorship (cash or in-kind goods/services) or by entering into a formal partnership whereby mutual benefits are afforded to both parties. It is important that sponsorship and corporate partnership agreements do not compromise the integrity of the operations of the Council.

The Sponsorship and Corporate Partnerships Policy seeks to provide assistance in managing potential conflicts of interest which may arise through sponsorship or partnerships. It provides for transparent decision making and ensures that any sponsorship and partnership entered into by the Council is in the public interest.

The objectives of this Policy are:

1. To enhance strategic programs and/or the provision of community services, community or regional events, programs/initiatives and facilities.
2. To generate sponsorships which align with, and support, the Scenic Rim Regional Council (Council) brand, objectives and priorities.
3. To increase awareness of Council events, programs or assets to relevant target audiences.
4. To ensure accountability, ethical decision-making and transparency in the sponsor or corporate partner selection and management process.

### 2. Scope

This policy applies to all Council Workers and Councillors engaged in the establishment and execution of all incoming sponsorships and partnership agreements.

### 3. Responsibility

The Chief Executive Officer and portfolio General Managers are responsible for ensuring this policy is understood and adhered to.

Sponsorship and Corporate Partnership approvals, commensurate with the significance of the sponsorship, are managed as follows:

- Category 1 Sponsorships (up to \$25,000) will require approval by the relevant General Manager.
- Category 2 Sponsorships and Corporate Partnerships (over \$25,000 and up to \$100,000) will require approval by the Chief Executive Officer.
- Category 3 Corporate Partnerships (over \$100,000) that relate to infrastructure or venues will require approval by Council.

Sponsorship Agreements are to be signed in line with the Delegations of Authority within Scenic Rim Regional Council.

Each sponsorship must be evaluated within three months of the expiry of the term of the agreement. An evaluation report should be provided to sponsors detailing the benefits delivered and results achieved against the sponsorship objectives.

### 4. Policy

The purpose of Council's Sponsorship and Corporate Partnerships Policy is to enhance the provision of community services, community or regional events, programs/initiatives and facilities by raising additional funding not otherwise available, which may be used to supplement asset, program delivery or operational costs or could be in the form of increased exposure.

The approval of Council's incoming sponsorship agreements is based on value-for-money, open and effective competition, the development of competitive local business and industry, environmental protection, ethical behaviour and fair dealing and transparent decision-making, in accordance with Local Government Act 2009, section 104.

Council is committed to:

- Provide ethical and legal guidance to the development and delivery of sponsorship agreements between Council and potential sponsorship related stakeholders within and outside the region.
- Create and maximise opportunities for mutual benefit between Council and its stakeholders within or outside the Scenic Rim region.
- Accept financial or other in-kind resources to enhance and extend Council's profile and activities in the region.
- Create opportunities for Council to further engage with business, industry, government and community.
- Ensure that sponsorship of events and programs provide an adequate and measurable return on investment.
- Ensure a uniform approach to sponsorship across Council.
- Provide a suitable level of accountability and responsibility.
- Establish Council's requirements for entering into sponsorship partnerships.

- Ensure a consistent, fair, impartial and transparent approach to sponsorship and the forming of corporate partnerships.
- Ensure that the reputation, brand and public image of Council is protected.
- Ensure that risks are identified and managed effectively
- Provide clear guidelines on the nature of sponsors/partners that do not conflict with Council's vision and key objectives.

Council adheres to the following general principles when seeking, acquiring and managing incoming sponsorships:

- A sponsorship agreement will not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions fully and impartially.
- There must be no conflict between the objectives and/or mission of Council and those of the sponsor.
- Ensuring the initiative can be terminated if occasions arise where sponsorship and regulatory interests conflict.
- Where sponsorship involves the sponsor providing a product to Council, Council must evaluate that product for its fitness for purpose against objective criteria and the procurement process relevant to Council's needs.
- Sponsorship must not involve explicit endorsement of the sponsor or the sponsor's products.
- An employee of Council or a Councillor must not receive a personal benefit from a sponsor.
- Prospective partners will invited to sponsor Council's events, programs, activities and assets and the opportunity to partner with Council will be generally promoted on Council's website.
- All sponsorship agreements must be in writing.
- All sponsorship agreements must be approved in accordance with the process outlined in Sponsorship and Corporate Partnerships Procedure.

Council will not enter into sponsorship agreements with organisations whose business or activities:

- Conflict with legislation.
- Support or oppose political organisations.
- Primarily promote the tobacco, electronic cigarette, sex, firearm/weapons or gambling industries.
- Present a health, safety or environmental hazard to the community.
- Are not consistent with Council's vision or corporate objectives.
- Detract or negatively impact on Council; and/or its sponsorship assets.
- Detract from the aesthetics or urban design qualities for example visual clutter or signage.
- Will significantly compromise the competitive opportunities for local business and industry.

Council employees involved in incoming sponsorship agreements must comply with the requirements of Council's Code of Conduct for Employees Policy and Gifts and Personal Benefits Policy.

## 5. Definitions

**Council** Scenic Rim Regional Council.

**Conflict of interest** If the personal interests of an individual improperly influence the performance of his or her official duties.

**Corporate Partnership** A shared vision-based and values-based approach to project support. Partner agreements are usually of 3-5 years duration and sometimes longer.

**In-kind sponsorship** The provision of products or services in lieu of cash and provided by an external organisation to Council through a sponsorship or corporate partnership agreement.

**Risk Management** Refers to the ongoing process of forecasting and evaluation of financial and reputational risks together with the identification procedures to avoid or minimise their impact.

**Sponsor** Refers to an organisation that contributes cash and/or in-kind to a particular event or project for a specified period, in return for negotiated rights and benefits.

**Sponsorship** Refers to a contractual agreement in which an organisation contributes cash or in-kind to support a particular event, program, activity or asset for a specified period, in return for negotiated rights and benefits. Usually short-term in nature.

**Sponsorship Agreement** Refers to a signed agreement between Council and external organisations that details the commitments, benefits and costs, and acquittal reporting associated with the sponsorship.

## 6. Related Legislations/Documents

*Local Government Act 2009*

*Local Government Regulation 2012*

Code of Conduct for Queensland Councillors

Code of Conduct - for employees

Independent Commission Against Corruption - Sponsorship in the Public Sector 2006

Scenic Rim Community Plan 2011-2026

Scenic Rim Corporate Plan 2018-2023

Sponsorship and Corporate Partnerships Procedure

Sponsorship Agreement template

This Policy supports the Scenic Rim Regional Council Corporate Plan 2026, in particular theme - Sustainable and Prosperous Economy

## 7. Version Information

Version No	Adoption Date	Key Changes	Approved by
1	20.12.2023	New Policy created, Item 11.1 Ordinary Meeting 20.12.2023	Scenic Rim Regional Council