



Policy: 2150-119

Sponsorship Policy

Head of Power

Local Government Act 2009

Related Legislation

Local Government Regulation 2012

Objective

This policy provides a framework for Moreton Bay Regional Council (Council) to facilitate appropriate sponsorship arrangements (financial and in-kind) with organisations for the delivery of community and economic activities that support the achievement of Council's objectives.

Definitions

Acquittal - An acquittal provides evidence of project activities and outcomes, including media reports, promotional and marketing materials, attendances, economic and community analytics and audience/stakeholder satisfaction.

In-kind - Non-cash contributions provided by Council towards an event or activity. These include but may not be limited to: fee waivers; event promotion support; staff time and use of Council assets and resources.

Sponsorship - A commercial business arrangement under which Council, for a specified term, provides a cash and/or in-kind contribution to an organisation in return for negotiated and specified benefits/outcomes.

Application

This policy applies to:

- All outgoing sponsorship arrangements entered into by Council;
- All Councillors, Council staff, contractors and others that act on Council's behalf; and
- Organisations wishing to enter into Sponsorship arrangements with Council.

Policy Statement

Sponsorship is a commercial business arrangement involving the *'right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities'* (Queensland Government Sponsorship Policy 2020).

Sponsorship does not include:

- grants or funding provided in accordance with Council's Community Grants Policy or under Council's Discretionary Funds Policy or with a sole objective of support;
- the provision of funds where significant outcomes for Council and the region cannot be appropriately realised;
- purchasing or selling goods or services for value, including advertising space, editorial comment or advertorials; and
- conducting a beneficial enterprise within the meaning of the *Local Government Act 2009*.



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A grant involves the provision of funding to a community organisation in return for compliance with certain terms and conditions, that may not directly give approximate equal value to Council. The provision of grants to community organisations must occur in accordance with Council's Community Grants Policy.

Sponsorship also does not include purchasing or selling goods or services for value (in the form of cash, goods, non-monetary assets and/or services). Such activities must be conducted in accordance with Council's Procurement Policy.

As articulated in its Corporate Plan, Council is committed to the provision of quality recreation and cultural opportunities, creating strong and inclusive communities and delivering a range of activities that contribute towards the growth and prosperity of the Region's economy. Council recognises the role that Sponsorship arrangements for significant events and activities can play in the achievement of these strategic goals.

This policy establishes a framework through which Council may consider and enter into Sponsorship arrangements with eligible organisations for the delivery of events and activities.

Guiding Principles

Under this policy, Council may enter into Sponsorship arrangements that align with the following guiding principles:

1. Economic outcomes

Events and activities in receipt of Sponsorship from Council must deliver tangible and measurable outcomes for the regional economy. Outcomes may include but are not limited to:

- Injecting funds into the economy as a result of direct spending by the event organiser, participants, spectators, competitors and accompanying persons;
- Creating opportunities for visitors to the Region to stay longer, spend more, experience the region's tourism products and visit again;
- Stimulating visitation to the Region at particular times of the year (such as low-peak season) and/or in under-represented locations;
- Elevating the Moreton Bay Region brand as a premier event/sporting destination and/or building the profile and reputation of the region as a business/investment location; and
- Generating positive and measurable media coverage and promotional opportunities resulting in significant marketing or other outcomes for the Region in alignment with the Regional Economic Development Strategy (REDS).

2. Community outcomes

Events and activities in receipt of sponsorship from Council may deliver tangible and specified community outcomes for the Moreton Bay Region. Outcomes may include but are not limited to:

- Increasing community participation and connectedness;
- Celebrating the Region's cultural diversity;
- Improving social cohesion;
- Building a sense of identity and belonging;
- Raising awareness of community issues; and
- Activating and/or profiling the Region's assets and infrastructure.

3. Alignment

All sponsorships must align with Council's legislative requirements, regional vision, strategic aspirations / directions and organisational values as articulated in Council's Corporate Plan, Community Plan and /or other regional strategies (eg. REDS).



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4. Risk Management

Potential risks to Council will be assessed prior to entering into all sponsorship arrangements. Risk types include, but may not be limited to:

- Reputational risk to Council;
- Conflicts of interest (actual or perceived) associated with Councillors or Council employees;
- Direct or indirect personal benefits received by Councillors or Council employees; and
- Perceptions of endorsing the sponsorship recipient's products/services and/or being associated with certain brands or products/services.

5. Transparent and accountable decision-making

All Sponsorship proposals presented to Council will be assessed and determined through the framework established by this policy and supporting guidelines, and in accordance with the provisions of other relevant Council policies, the *Local Government Act 2009* and the *Local Government Regulations 2012*.

6. Value for money

Through the establishment of sponsorship arrangements, the commercial value of Council's sponsorship contributions (cash or in-kind) will be clearly identified. All sponsorship arrangements entered into by Council must represent value for money with respect to the economic and community outcomes that the event or activity will provide to the Moreton Bay Region. Benefits beyond Council recognition should be considered such as maximising exposure for an initiative, or using sponsorship as a platform to shape and redefine attitudes and behaviour.

Eligibility Criteria

Organisations

For Council to enter into a sponsorship arrangements with an organisation, they must:

- be a registered and legal entity with an Australia Business Number (ABN) or an Australian Company Number (ACN);
- clearly articulate and quantify (where possible) the economic and community outcomes associated with the proposal;
- provide sponsorship benefits to Council commensurate with the value of the sponsorship provided;
- have no overdue grant or sponsorship acquittals with Council;
- have no outstanding debts of any kind with Council;
- hold an appropriate public liability insurance policy to cover the event or activity;
- demonstrate that the Sponsorship will be used for a purpose in the public interest and in accordance with this policy;
- demonstrate they can deliver the proposed event or activity;
- be capable of obtaining all regulatory approvals for the event or activity; and
- be financially viable.

Council will not consider sponsorship arrangements with:

- individuals;
- unincorporated / informal groups; or
- political organisations.



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Events and Activities

Council may enter into sponsorship arrangements for the following event and activity types:

- Significant community events and activities that provide opportunities for residents and visitors to connect and participate in community, cultural, recreational or environmental endeavours;
- Significant events and activities that provide opportunities for people from culturally and linguistically diverse backgrounds to connect, undertake cultural practices and / or showcase the region's cultural diversity.
- Significant regional, state, national or international sporting events and activities that: profile the Moreton Bay Region as a sporting destination; activate the region's sporting infrastructure; and/or encourage sports participation and player pathways through the participation of elite athletes;
- Events and activities that support or attract businesses, industries and their members/employees within, or to the Region in alignment with the REDS; and/or
- Significant events and activities that profile the Moreton Bay Region as a tourism or business destination; activate the region's infrastructure; and / or encourage pathways connected to the REDS.

Council will not consider sponsorship arrangements for events and activities that:

- have been approved for funding under a grant program established under Council's Community Grants Policy;
- discriminate, or encourage discriminatory behaviour, including discrimination on the basis of age, disability, race, religion and/or sexual orientation;
- promote gambling, smoking and/or consumption of other addictive substances;
- are of an overtly religious nature;
- are of a political nature; and/or
- do not adequately mitigate environmental impacts.

Sponsorship Terms

Organisations may apply to Council for multi-year sponsorship arrangements for a period of up to three (3) years where the event or activity is deemed to present significant value to the economy and where the event or activity is well established and sustainable. If the level of Council's sponsorship support means that Council is effectively participating in the conduct of the business of the event organiser, then advice should be sought as to whether Council is undertaking a beneficial enterprise within the meaning of the *Local Government Act 2009*.

Related Documents

This Policy complements and is to be implemented in conjunction with other Council policies, directives and relevant documents published by other agencies including, but not limited to:

- Moreton Bay Regional Council Corporate Plan 2017-2022
- Moreton Bay Regional Council Community Plan 2011-2021
- Sponsorship Guidelines
- Sponsorship Application Form
- Fraud and Corruption Control Plan
- Policy 2150-030 Community Grants Policy
- Code of Conduct for Employees
- Policy 2150-011 Conflict of Interest
- CCC Sponsorship Management Guidelines



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Review and evaluation

This policy will be reviewed for applicability, effectiveness, and consistency with relevant legislation, Council resolutions, and other Council documents. Reviews of this policy will occur as required, or at least once every four years.

The effectiveness of this policy will be formally measured via the conduct of periodic internal audits.

Responsibility

This Policy is to be:

- (1) implemented by Manager, Community Services, Sport and Recreation; and
- (2) reviewed and amended in accordance with the "Review Triggers" by Director, Community and Environmental Services

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