

EVENT SPONSORSHIP POLICY (INCOMING SPONSORSHIP)

Policy Reference No.	POL/174
File No.	HCC15/190
Strategic Objective	1.4 Strengthen community connections through local community events and the arts
Adopted by Council	25 November 2019
Re-Adopted	26 August 2024
Date for Review	26 August 2029
	<i>It is recognised that over the life of this Policy it may require minor administrative changes.</i>
	<i>Where an update does not materially alter the intent of the policy (i.e., change of title, updated legislation or documents referenced) the change will be made administratively.</i>
	<i>Any amendment which materially alters this document will be made by resolution of Council.</i>
Responsible Officer	Manager City Lifestyle
Department	City Lifestyle

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1 POLICY STATEMENT

- 1.1 Event sponsorship can increase Council's capacity to deliver positive outcomes for the Hume community and offset the cost of staging events for the benefit of the Hume community.

2 PURPOSE

- 2.1 To provide a transparent framework for the sourcing and receipt of sponsorship for Council organised / managed events.
- 2.2 To ensure that any sponsorship entered into between Hume City Council and external parties (including companies, organisations or groups) is in the public interest, provides clear community benefit, and does not limit Council's ability to perform its duties impartially.

3 SCOPE

- 3.1 This policy applies to all financial and value-in-kind support received by Council from external organisations related to the staging of an event.
- 3.2 Sponsorship can be either financial (cash) or value in-kind (non-financial benefit including prizes, equipment, advertising, or other services).
- 3.3 In relation to this policy, external parties are companies, organisations, or groups, not individuals. Council will not accept sponsorship from individuals.
- 3.4 The Event Sponsorship Policy does not apply to:
 - 3.4.1 Council's building/facility naming rights or signage associated with sporting ground use.
 - 3.4.2 Council's giving of grants under any grant program, including those funded under the Event Grant Program.
 - 3.4.3 Awards and scholarship programs.
 - 3.4.4 Partnerships and partner agreements.
 - 3.4.5 State and/or Federal funding, capital grants, or philanthropic contributions received by Council.

4 OBJECTIVE

- 4.1 Provide a guiding framework for Council's processes and decision making in relation to seeking and securing incoming sponsorship for an event.

5 EVENT SPONSORSHIP PRINCIPLES

- 5.1 Hume City Council will seek opportunities to work with external parties and identify sponsorship opportunities for mutual benefit.
- 5.2 Sponsorship opportunities, and the business practices of external parties must align with Local Government legislative requirements, including consideration of human rights, gender equity and Child Safe Standards, as well as Council's strategic priorities, including the core values of social justice, sustainability and reconciliation.

5.3 Principles

5.3.1 Strategic Alignment and Community Benefit

- a) Sponsors' proposals must align with the themes of the Community Vision, Council Plan, Social Justice Charter, advocacy priorities and the principles of

Policy Reference No:	POL/174	Responsible Officer:	Manager City Lifestyle
Date of Re/Adoption:	26 August 2024	Department:	City Lifestyle
Review Date:	26 August 2029		

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the Vibrant and Inclusive Events and Festivals Strategy, and any successor strategies / plans.

- b) Sponsors must be able to provide / demonstrate community benefit and value. To this end, sponsors must:
- Demonstrate a connection to the local community.
 - Offer products and or services that align with the needs and values of the Hume community.
 - Deliver positive outcomes and benefits to the Hume community.
 - Provide value by reducing Council's financial reliance on rate-payer funds to deliver an event.

5.3.2 Risk Management and Appropriateness

- a) Sponsors must not compromise Council's reputation or image.
- b) Council will not enter into sponsorship agreements with political parties, or any external parties involved in gambling, tobacco and e-cigarettes, adult services, or any associated industries.
- c) Council will not enter into sponsorship agreements with external parties whose activities:
- Fail to demonstrate a commitment to Child Safe Standards and Council's Safeguarding Children and Young People policy.
 - Conflict with any Council policy including Social Justice, Reconciliation Action Plan, Pathways to Sustainability and Climate Change Adaptation.
 - Are illegal or unethical, negatively impact the community and/or natural environment.
- d) Council retains the right to decline a sponsorship agreement with any external party where the costs and inputs outweigh the benefits, and where Council, in its sole discretion, deems a sponsorship opportunity inappropriate.
- e) Council will not enter into a sponsorship agreement with any external party that is, or is likely to be, subject to regulation or inspection by the Council department offering sponsorship during the life of the proposed agreement.
- f) A strategic risk assessment will be conducted as part of each sponsorship process. Risks for sponsorship agreements will be managed using Council's existing Risk Management Framework and processes.

5.3.3 Transparent and Accountable Decision Making

- a) Sponsors must have transparent business practices and a demonstrated commitment to ethical behaviour.
- b) Protecting Council's reputation, independence and compliance obligations is a foundation of any sponsorship agreement, and protection measures will be clearly outlined in any sponsorship agreement.
- c) Sponsorships must not:
- impose or imply conditions which would limit, or appear to limit, Council's ability to carry out its prescribed functions fully and impartially.
 - be accepted from any external party who are in contract negotiations with Council.
 - have a matter currently pending a decision by Council, or likely to require a decision by Council, during the term of the sponsorship agreement.

Policy Reference No:	POL/174	Responsible Officer:	Manager City Lifestyle
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- d) A sponsor relationship with any external party does not imply that Council endorses them, or their business / community activity.
- e) Sponsorship does not provide rights for any external parties to determine the content or interpretation of any event program.

6 POLICY IMPLEMENTATION

- 6.1 Hume City Council will seek sponsorship from external parties to offset the costs related to the staging of an event and/or to maximise opportunities for the community.
- 6.2 Sponsorships will be available as cash or value-in-kind, or a combination of both.
- 6.3 In accordance with privacy restrictions Council will not provide sensitive or private information (including databases and contact lists) to any sponsor. Council may, however, offer to include messaging within event marketing materials on behalf of sponsors.
- 6.4 Sponsorship Approaches
 - 6.4.1 Approaches to potential sponsorship candidates will be consistent, fair, and equitable.
 - 6.4.2 Approaches may be either direct, via expression of interest, or unsolicited.
 - 6.4.3 Council may consider offering guaranteed exclusivity of presence or profiling, depending on the level of sponsorship and appropriateness for an event or activity.
 - 6.4.4 Any exclusivity arrangements, including requests for limits on the number of sponsors who represent similar business categories, must be outlined in the sponsorship agreement.
 - 6.4.5 Council may consider sponsorship opportunities that include an entire event, or a specific activity within an event.
 - 6.4.6 Sponsors should ideally be based and / or located within the municipality.
 - 6.4.7 Sponsors may be based and / or located outside of Hume City and may be conducting or seeking to conduct business or invest within Hume City Council.
- 6.5 Sponsorship Levels
 - 6.5.1 The individual department / team within Council that is organising the event will determine appropriate financial levels of sponsorship, as well as the duration of agreements (i.e. single or multi-year) with their Manager / Director, in line with the nature of the proposed event.
 - 6.5.2 A sponsorship prospectus must be developed to detail the event, or specific activity within an event, that is on offer. The proposal / prospectus must include sponsorship options (value sought), an outline of all benefits and obligations, and a reasonable difference in benefits noted for each level of contribution.
 - 6.5.3 Council retains overall naming rights of all events. If an external party approaches Council for consideration of event naming rights, this request will be referred to Council for determination.
- 6.6 Sponsorship Agreements
 - 6.6.1 Agreements will include explicit terms to ensure that:
 - a) the arrangement will not impede Council's ability to undertake its regulatory and compliance roles.
 - b) Council continues to own the intellectual property developed.
 - c) Council information obtained by the other party during the term of the sponsorship is kept confidential.

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6.6.2 At the conclusion of the event, all sponsorship agreements will be evaluated against the stated sponsorship objectives and/or KPIs.

6.7 Record Keeping

6.7.1 Council will maintain a register of all sponsorships including:

- a) the total financial value of agreements, all benefits and obligations related to the agreement, and the commencement and conclusion date of each agreement.
- b) the nature, quantity and value of 'in-kind' agreements, including benefits provided or received, and the identified cost / benefit to Council.

6.7.2 Any commercially sensitive information held in Council's register of sponsorships may be withheld or removed from public disclosure. This will be considered in relation to its potential to cause detriment to the sponsoring organisation. This will be weighed against the public interest, and information will be provided where Council is legally compelled to do so.

6.8 Monitoring and Evaluation

6.8.1 This policy will be reviewed for applicability, effectiveness, and consistency with relevant legislation, Council resolutions, and other Council documents.

6.8.2 Reviews of this policy will occur as required, or at least once every five years.

6.9 Conflict of Interest

6.9.1 In line with Council's Conflict of Interest Policy, staff involved in sponsorship management or decision making must:

- a) disclose conflicts of interest in accordance with the Staff Conflict of Interest policy.
- b) maintain confidentiality regarding commercial-in-confidence, intellectual property and other matters under negotiation or any other confidential information.

6.9.2 Under this policy, all conflicts of interest are considered inappropriate and any staff with a conflict of interest will be removed from any decision making or evaluation process relating to the sponsor arrangement.

6.9.3 In line with Council's policies, Councillors and staff must not accept gifts resulting from a sponsorship arrangement.

7 DEFINITIONS AND ABBREVIATIONS

Sponsorship:	A commercial arrangement to purchase rights or benefits relating to a particular event or project for a specified period of time. The rights or benefits typically relate to the sponsor's reputation management or communication objectives. Sponsorship does not include: <ul style="list-style-type: none"> • grants provided by Council, which are money, goods or other benefits provided to the recipient for a specified purpose, but with no expectations of attaining rights and benefits of the kind outlined above. • requests which impose no obligations on the recipient and offer little or no rights or benefits to the provider. • the sale of advertising space, editorial comment, or advertorials.
Event:	An event is an organised public gathering that brings people together for a common purpose by some pre-arrangement. It is open to members of the public and is publicly announced or advertised.

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Activity:	A specific component within an overall event that may be offered for sponsorship (i.e. sponsor a stage or within a larger event).
Financial:	refers to a cash amount received for sponsorship.
Value-in-kind:	refers to benefits received for sponsorship that are non-financial in nature (goods or services i.e. equipment, merchandise, prizes, or advertising). These benefits have an attributable value that are equivalent to financial / cash sponsorship.
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 or commercial entities
Benefits:	mutual advantages gained from sponsorship; this may include brand recognition, advertising and on-site promotion.
Grant:	any assistance by way of a sum of money provided to Council by a funding organisation on the condition that the assistance is used for a specified purpose as outlined in a successfully submitted grant application and/or committed to through a funding agreement to achieve agreed objectives through milestone reporting.
Partnerships:	agreements between parties who have common strategic aspirations / have identified mutual benefits in working together to advance a specified outcome.

8 RELATED DOCUMENTS

- 8.1.1 Hume Council Plan 2021-2025
- 8.1.2 Hume Social Justice Charter (2021)
- 8.1.3 Vibrant and Inclusive – Events and Festivals Strategy (2023)
- 8.1.4 Grant Giving Policy
- 8.1.5 Partnership Framework (2024)
- 8.1.6 Safeguarding Children and Young People Policy
- 8.1.7 Staff Code of Conduct
- 8.1.8 Staff Conflict of Interest Policy
- 8.1.9 Conflict of Interest Guide for Councillors
- 8.1.10 Councillor Gifts Policy
- 8.1.11 Councillor Code of Conduct

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