



Policy Type

Council

Policy Purpose

The City delivers an extensive annual events program mainly funded from the Municipal Budget. The City may seek external sponsorship to help off-set the cost of these community events.

This policy applies to all City of Cockburn employees in all business units and external service areas. The policy applies to cash and in-kind sponsorship.

The purpose of the Incoming Sponsorships policy is to:

1. Outline the objectives for seeking and accepting sponsorship.
2. Define the processes for approaching, negotiating and entering in to sponsorship agreements.
3. Maintain some consistency across sponsorships undertaken by different business units.
4. Clarify the accountability and responsibility pertaining to each sponsorship agreement.
5. Protect the City's brand and reputation through choice of sponsor, transparency and fulfillment of the sponsorship.

Policy Statement

The objective of procuring sponsorships for the City is to acquire funds or materials required outside of core operational budgets to enable the development of additional functions and enhancement of existing services and activities, which will benefit the Cockburn community.

Sponsorship agreements shall not impose or imply conditions which would limit, or appear to limit, the ability of the City of Cockburn to carry out its functions or restrict the City's ability to ensure that services, events and programs are accessible to all.

The City must consider when seeking sponsorship from any organisation, whether it is competing for funds with not-for-profit groups or charities. If it does, the officer requesting sponsorship must justify why it should, how it will benefit the community and why funds are not otherwise available. This does not apply when the sponsorship is sought for a benevolent purpose.

- (1) Officers must discuss potential sponsorships with the Communications and Marketing Manager or Executive Corporate Affairs prior to approaching a potential sponsor. This is to:
 1. Ensure consistency with the Policy and procedures.



2. Avoid multiple approaches by various City business units to one organisation
3. Enable appropriate acknowledgement of sponsors by the Elected Members and in Council marketing activities.
4. Ensure alignment with the City of Cockburn’s values.
5. Establish clearly defined objectives to enable the City to evaluate the outcome and results.
6. Check that the sponsor is not in any dispute with the City (e.g. legislative)

(2) The following points must be adhered to when considering or accepting sponsorship:

1. The officer securing sponsorship must ensure that the cost in time or resource to secure and administer a sponsorship must be no more than the sponsorship amount secured.
2. Each sponsorship must be supported by a written agreement outlining the benefits and obligations pertaining to both parties, signed by authorised representatives of the City of Cockburn. For in-kind donations with a value of less than \$250 (ex-GST), an email confirmation will suffice.
3. The duration of sponsorship agreements shall be fixed and not usually exceed a period of one year unless approved by the Communications and Marketing Manager or Executive Corporate Affairs.
4. The City will provide a level of recognition to a sponsor, which fairly reflects the contribution and optimises the benefit derived from the association with the City.
5. The provision of free space at shopping centres does not require an agreement.
6. Officers securing sponsorship must update the incoming sponsorship register for the organization. There is no need to add State or Federal Government funding which is recorded elsewhere.
7. Officers involved with securing sponsorship must declare an interest if they, or a member of their family, has a personal, or other, association with the sponsor.
8. Sponsorship excludes giveaways such as pens, which are provided under approved co-funded or partnership activities.

Strategic Link:	Communications Strategy & Action Plan
Category	Governance
Lead Business Unit:	Communications and Marketing

Title	Sponsorships of City Events
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