

Title	<b>Sponsorship and Naming Rights on City Controlled Land and/or Buildings</b>
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## Policy Type

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Council

## Policy Purpose

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Sporting and community groups are under increasing pressure to increase or replace infrastructure and equipment, while being careful not to overburden members with higher costs which may limit participation. As a result, best practice groups are able to diversify their income sources, which may include sponsorship, to remain affordable and sustainable.

The purpose of this policy is to provide direction to groups who are seeking to enter into sponsorship agreements that may include City controlled land and/or buildings.

## Policy Statement

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### (1) General Provisions

1. Where sporting and community groups are seeking to incorporate City recreational controlled land and/or buildings into sponsorship agreements using signage, they must ensure the following conditions are met:
  - (a) The agreement aligns with relevant land use and land planning legislation.
  - (b) All relevant statutory approvals and/or permits are contained.
  - (c) Repair to, or maintenance or replacement of signage is addressed within the agreement provisions between the group and the sponsoring organisation.
  - (d) An appropriate proportion of revenue generated is allocated toward developing new or maintaining infrastructure or equipment for sporting and community purposes.
  - (e) The agreement complies with any agreement already in place with the City including, but not limited to, Lease, User Management (Licence) Agreement, Seasonal Usage Agreement, or Facility User Agreement.
  - (f) Any agreement should align to the City of Cockburn's values.
2. All signage must comply with the City's Local Planning Policy 3.7 'Signs and Advertising'.
3. Sponsorship signage must be considered in conjunction with preserving the amenity of the City's (public) controlled land area and buildings.
4. The City bears no responsibility for maintenance, repairs, or rectifying damage of signage installed on City controlled land and/or buildings at any time.

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5. The City reserves the right to require removal of any previously approved sign at any time.
6. Sponsorship signage that advertises the following organisation types will not be permitted on City controlled land and/or buildings:
  - (a) Tobacco companies
  - (b) Alcohol companies
  - (c) Gambling companies – except for Lotterywest
  - (d) Political parties
  - (e) Religious groups
  - (f) Organisations that do not align with the City’s objectives or conflict with any relevant legislation and/or City policies, plans or strategies
  - (g) Organisations that are in any legal dispute with the City
7. Sponsorship signage can be classified into two categories for the purposes of this policy:
  - (a) Temporary sponsorship sign: typically placed on a reserve adjacent to a playing field or building for the duration of a particular game, activity, or event only.
  - (b) Permanent sponsorship signage: signs affixed securely to either a building or perimeter fence or like feature and which remain in place on a permanent or semi-permanent basis, such as sporting club seasonal hire.

(2) Temporary Sponsorship Signage

1. Unless otherwise specified in a lease or other licence/user agreement with the City, temporary sponsorship signage does not require approval from the City if, in addition to the General Provisions, it meets the following criteria:
  - (a) Displays the name of the sporting or community group or event in a prominent manner and is readily removable.
  - (b) Is displayed for the duration of the particular game, activity, or event involving the sponsored organisation and is removed thereafter.
  - (c) Is not constructed or located in manner to constitute a hazard or cause an obstruction to other facility users or the public.
  - (d) Is contained within the facility being used by the sponsored organisation and is not placed or affixed in a public street or thoroughfare.

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### (3) Permanent Sponsorship Signage

1. Must comply with General Provisions
2. Formal consent of the City as Lessor/Licensor/Landowner must be obtained for proposed permanent sponsorship signage. Where the signage is not located within an existing lease or licence area, then a variation to any existing lease or licence may be required to incorporate the site on which the signage is located, together with any related statutory approvals (such as approval from the Minister for Lands, where applicable).
3. Planning approval and/or a building permit must be obtained, unless confirmed by the City to be exempt from such requirements.
4. Should a sign be permanently attached inside a building, approvals will need to be obtained by the relevant business unit of the City.
5. Signage must be contained within the facility (internally facing to the activities) being used by the sponsored organisation and should not in any case be visible from a public street.
6. Support for the signage must be given by other regular user groups.
7. All fixed signs should be removed at the expiration of the sponsorship agreement and walls/posts be made good.
8. All permanent signage is to be adequately maintained to the satisfaction of the City by the organisation who sought approval for the signage.
9. The club or group is responsible for the installation, maintenance, replacement and any other items deemed necessary by City Officers as outlined in the written approvals provided by the City.
10. The club or group must maintain, and provide evidence of, adequate Public Liability Insurance.

### (4) Naming Rights Sponsorships

1. Must comply with General Provisions.
2. Any sponsorship agreement that includes naming rights of a land area or building must have a formal agreement developed and the agreement is to be approved by the City under the City's *Execution of Documents* policy.
3. The official public name or title of the land area or building will not change.
4. The City is not supportive of any land area or building being made after a person(s).
5. The sponsorship agreement may only be used an alternate name of the land area or building for the purposes of the organisation and events or competition they may be involved in and/or coordinate. Public representations that the alternate name is the official designation, such as through online mapping services, is not permitted
6. The organisation negotiating the sponsorship proposal for naming rights of a land area or building must be able to demonstrate how revenue generated is

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allocated toward maintaining infrastructure or equipment for sporting and community purposes.

Strategic Link:	Community Sport and Recreation Facilities Plan 2018-2033
Category	Sport and Recreation
Lead Business Unit:	Recreation and Community Safety
Public Consultation: (Yes or No)	No
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