

<b>Title</b>	<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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The purpose of this policy is to:

- (1) Provide City officers with parameters to dealing with naming rights and signage requests for City sporting facilities as part of sponsorship arrangements negotiated by sporting and community organisations.
- (2) Provide direction to sporting and community organisations on the parameters of negotiating sponsorship packages that include City controlled recreation land area and buildings.
- (3) Provide guidance to sporting and community organisations regarding sponsorship signage on City recreation controlled land area and buildings.

## Policy Statement

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- (1) General
  1. Sporting and community groups are under increasing pressure to limit costs on participants and as a result are required to generate income from other sources including sponsorship to remain affordable and sustainable.
  2. Where sporting and community groups are seeking to incorporate City recreational controlled land and/or buildings into sponsorship packages, they are required to consult with City Officers and seek approval to ensure:
    - (a) Their proposal aligns with relevant land use and land planning legislation.
    - (b) Relevant statutory approvals and/or permits are obtained.
    - (c) Consent of the City as Lessor/Licensor/Landowner is obtained to the proposed sponsorship package.
    - (d) Repair, maintenance and replacement to signage within agreements is addressed in agreement provisions.
    - (e) An appropriate proportion of revenue generated is allocated toward developing new or maintaining infrastructure for sporting and community purposes. The exact amount to be allocated is to be determined through the approval process.
    - (f) Their proposal complies with any agreement already in place including but not limited to Lease, User Management (Licence) Agreement and Seasonal Usage Agreement.

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- (g) Any proposal should align to the City of Cockburn's values and the City's *Incoming Sponsorship Policy*.

(2) Naming Rights Sponsorships

1. Any sponsorship package 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.
2. The official public name or title of the land area or building will not change.
3. The sponsorship agreement may use 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 only.
4. The organisation negotiating the sponsorship proposal for naming rights of a land area or building must be able to demonstrate how revenue generated is allocated toward maintaining infrastructure or equipment for sporting and community purposes.
5. A formal agreement must include the details of any signage and will need to adhere to this policy and *Local Planning Policy 3.7 – Signs and Advertising*.
6. The City is not supportive of any land area or building being named after a person(s)
7. Sponsorship naming rights arrangements from the following organisations will not be accepted:
  - (a) Tobacco companies
  - (b) Alcohol companies
  - (c) Gambling companies – with the exception of Lotterywest
  - (d) Political parties
  - (e) Religious groups
  - (f) Organisations that do not align with the [City's values](#) or objectives nor conflict with any relevant legislation and or City policies, plans or strategies.
  - (g) Organisations that are in any legal dispute with the City

(3) Sponsorship Signage

1. Sponsorship signage needs to be considered in conjunction with preserving the amenity of the City's (public) controlled land area and building.
2. Proposals for sponsorship signage that include the following organisations will not be accepted:
  - (a) Tobacco companies

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- (b) Alcohol companies
- (c) Gambling companies - with the exception of Lotterywest
- (d) Political parties
- (e) Religious groups
- (f) Organisations that do not align with the City's objectives nor conflict with any relevant legislation and or City policies, plans or strategies.
- (g) Organisations that are in any legal dispute with the City

3. Sponsorship signage can be classified into two categories:

- 1. Temporary Sponsorship Signage: typically placed on a reserve adjacent to a playing field or building for the duration of a particular game, activity or event.
- 2. Permanent Sponsorship Signage: signs affixed securely to either a building or perimeter fence or like feature and which remain in place on a semi-permanent basis.

4. Unless otherwise specified in a lease or licence agreement with the City, Temporary Sponsorship Signage does not require approval from the City if it meets the following criteria:

- 1. Displays the name of the sponsored organisation or event in a prominent manner.
- 2. Is displayed for the duration of the particular game, activity or event involving the sponsored organisation and is removed thereafter.
- 3. Is made of steel, timber or plastic or supports, and is readily removable.
- 4. Is not constructed or located in a manner so as to constitute a hazard or cause an obstruction to other facility users or the general public.
- 5. Is contained within the facility being used by the sponsored organisation and not is not placed or affixed in a public street or thoroughfare.
- 6. Meets the requirements of *Local Planning Policy 3.7 – Signs and Advertising*.

5. To provide general direction, Permanent Sponsorship Signage will be required to meet the following criteria:

- 1. Planning approval and/or building permit to be obtained, unless confirmed by the City to be exempt from such requirements.
- 2. Formal consent of the City as Lessor/Licensor/Landowner be obtained to the proposed Permanent Sponsorship Signage. Where the Signage is not located within an existing lease or licence area, then a variation to any

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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 of Lands where applicable).

3. Meet the requirements of *Local Planning Policy 3.7 – Signs and Advertising*.
4. Should a sign be located inside a building, approvals will need to be obtained by the relevant business unit of the City.
5. 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 is 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 by the organisation who sought approval to the satisfaction of the City.
9. The City reserves the right to require removal of any approved signage at any time.
10. The Club 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.

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
Adoption Date: (Governance Purpose Only)	11 March 2021
Next Review Due: (Governance Purpose Only)	March 2023
ECM Doc Set ID: (Governance Purpose Only)	