

**DETAILS**

**Council**

**Admin**

Effective from:	26 May 2021	
Contact officer:	Executive Coordinator Corporate Communication	
Next review date:	May 2023	
File reference:	LG449/275/01	
eDRMS#	This policy	A49247562
	Value Proposition	A54775281

**OBJECTIVES AND MEASURES**

Objectives	<ul style="list-style-type: none"> <li>To enhance strategic programs and/or the provision of community services, events and facilities.</li> <li>Generate sponsorships which align with and support Council of the City of Gold Coast (Council) brand, objectives and priorities.</li> <li>To increase awareness of Council programs, events or assets to relevant target audiences.</li> <li>To ensure accountability, ethical decision making and transparency in the sponsorship selection and management process.</li> </ul>
Performance measures	<ul style="list-style-type: none"> <li>Number of sponsorship properties included in Incoming Sponsorship Program</li> <li>Incoming sponsorship value</li> <li>Number of sponsorship assets that maintain a less than 20 per cent servicing cost margin</li> </ul>
Risk assessment	Medium

**POLICY STATEMENT**

The purpose of Council’s incoming sponsorship policy is to enhance the provision of community services and facilities by raising additional funding not otherwise available, which may be used to supplement asset, program delivery or operational costs or could be in the form of increased exposure for the program.

The approval of Council’s incoming sponsorship agreements is based on value-for-money, open and effective competition, the development of competitive local business and industry, environmental protection, ethical behaviour and fair dealing and transparent decision-making, in accordance with *Local Government Act 2009, section 104*.

**Principles**

Council adheres to the following general principles when seeking, acquiring and managing incoming sponsorships:

1. A sponsorship agreement will not impose or imply conditions that would limit, or appear to limit, Council’s ability to carry out its functions fully and impartially.
2. There must be no conflict between the objectives and/or mission of Council and those of the sponsor.
3. Ensuring the initiative can be terminated if occasions arise where sponsorship and regulatory interests conflict.
4. Where sponsorship involves the sponsor providing a product to Council, Council must evaluate that product for its fitness for purpose against objective criteria and the procurement process relevant to Council’s needs.
5. Sponsorship must not involve explicit endorsement of the sponsor or the sponsor’s products.
6. An employee of Council or a Councillor must not receive a personal benefit from a sponsor.
7. Sponsorship opportunities must be advertised and not limited solely to invited sponsors.
8. All sponsorship agreements must be in writing.

9. All sponsorship agreements must be approved in accordance with the process outlined in Attachment A Incoming Sponsorship Procedure .

## **Sponsorship suitability**

Council will not enter into sponsorship agreements with organisations whose business or activities:

1. Conflict with legislation.
2. Support or oppose political organisations.
3. Present a health or safety hazard to the community.
4. Are not consistent with Council's vision or corporate objectives.
5. Do not meet any other arrangement determined by the CEO or delegate.
6. Detract or negatively impact on Council; and/or its sponsorship assets.
7. Detract from the aesthetics or urban design qualities for example visual clutter or signage.

## **Conflicts of Interest**

- Council employees involved in incoming sponsorship agreements must comply with the requirements of Council's Code of Conduct for Employees Policy, Managing Employee Conflicts of Interest Policy and Benefits and Gifts Policy.

## **Register**

Council will keep a register of incoming sponsorships available for each calendar year on Council's website.

## **Sponsorship assessment**

Sponsorship submissions must be processed in accordance with *Attachment A Incoming Sponsorship Procedure* which outlines the eligibility and assessment criteria along with delegations and approvals for all sponsorship submissions received.

## **Register**

Council will keep a register of incoming sponsorships available for each calendar year on Council's website.

## **SCOPE**

### **In scope**

- all Councillors and Council workforce - includes all Council employees (including permanent, fixed term, trainees, apprentices and casual employees), contingent labour, contractors or subcontractors, work experience students, hosted trainees, volunteers, consultants, vocational placements, or any other person who provides services on a paid or voluntary basis to Council.
- all monetary and non-monetary incoming sponsorship agreements or partnerships.
- all Council assets deemed to be suitable to receive funding or in-kind support from sponsorship or partnerships, for example assets; programs and events.

### **Out of scope**

- Donations
- Philanthropy
- Grants

The following activities which are subject to the Procurement policy and Contract Manual:

- Outgoing sponsorship – the Council's sponsorship of third-party opportunities (i.e. where the Council is outlaying sponsorship revenue to become the sponsor of an event, program, asset).
- Providing grant funding (separate to the Community Grants Policy) to others tied to delivery by funded entities of certain outcomes or deliverables.

- Supplier arrangement – a commercial agreement between Council and a supplier to provide a specific service which is not akin to a sponsorship agreement, for an agreed period of time for an agreed price.
- Government grants – funding from State or Federal government through formal grant programs.
- Lease/permit holders – persons or organisations that lease Council property or hold permits, licenses and similar instruments of tenure with the Council for their activities or events.
- Advertising - purchasing goods or services for value, including advertising space, editorial comment or advertorials.
- Naming rights for parks, streets and bridges.
- All sponsorship activities of Council controlled entities (i.e. Major Events Gold Coast)
- Any funds raised as part of a development application, and the requisite financial contributions to any works attributed to that development application.

**DEFINITIONS**

<b>Asset custodian</b>	The area/person who is deemed responsible for ensuring that assets under their custodianship are managed in accordance with the Asset Custodianship Policy (Infrastructure and Land).
<b>Business area project manager</b>	Council officer overseeing the sponsorship for Council.
<b>Council employees</b>	Full- time, part-time, temporary and casual employees of Council of the City of Gold Coast.
<b>Conflict of interest</b>	Involves a conflict between the public duty and private interests of an employee, in which the employee has private interests which could improperly influence the performance of their official duties and responsibilities. (OECD Guidelines for Managing Conflicts of Interest in the Public Sector, June 2003)
<b>Council</b>	Council of the City of Gold Coast.
<b>Delegate</b>	A Council officer holding a delegation of Council.
<b>Donation</b>	Funds provided with limited conditions.
<b>Grant</b>	Funding or in-kind support given to a community organisation for a specified purpose and subject to certain terms and conditions.
<b>In-kind sponsorship</b>	Provision of any service, facility or activity by Council that would normally attract a fee as well as services procured by Council from external suppliers at its cost. Both parties must agree a value for the goods or services.
<b>Incoming sponsorship</b>	Where Council receives sponsorship from another party for an initiative.
<b>Incoming Sponsorship Steering Group (ISSG)</b>	Internal administrative group chaired by Executive Coordinator Corporate Communication, responsible for assessing sponsorship proposals. Membership is outlined in the Incoming Sponsorship Procedure.
<b>Outgoing sponsorship</b>	Where Council provides funding or other support in exchange for the right to associate with a third party asset or other party to the agreement.
<b>Philanthropy</b>	The desire to promote the welfare of others, expressed especially by a donation of money.
<b>Procurement and contracting activity</b>	All activities that relate to the making and entering into a contract for carrying out of work (within scope of the Procurement policy and Contract Manual), or the provision of goods and services, or the disposal of non-current assets, including pre-contract planning and post-contract management and administration.
<b>Sponsorship</b>	<p>Sponsorship is the right to associate a sponsor’s name, product or service with the sponsored organisation’s service, product or activity, in return for negotiated and specific benefits such as revenue (provision of funds); goods or services; and/or in-kind support; advertising; publicity; promotional opportunities or other benefits. It involves a negotiated exchange and results in tangible, material and mutual compensation for the principal parties to the arrangement.</p> <p>Sponsorship may include:</p> <ul style="list-style-type: none"> <li>• naming rights of a sponsorship asset;</li> <li>• intellectual property and marketing rights associated with a sponsorship asset; and/or</li> <li>• other branding, signage, advertising and access rights associated with a sponsorship asset.</li> <li>• partnerships where there is mutual benefit for both parties</li> </ul>
<b>Sponsorship asset</b>	Any program, event, infrastructure, venue, location or other marketable asset.

## RELATED POLICIES AND DELEGATIONS

- Banner Booking Policy
- Community Grants Policy
- Communication Guide Policy
- Council Events and Program Policy
- External Communication Policy
- Managing Employee Conflicts of Interest Policy
- Naming of Bridge Structures Policy
- Online Advertising Policy
- Park Usage Policy: Naming of Parks and Community Facilities Policy
- Procurement Policy and Contract Manual
- Register of Interests Policy
- Signage and Brand Policy
- Street Naming and Renaming of Existing Streets Policy

## DELEGATIONS

DE02490

## LEGISLATION

- *Local Government Act 2009*
- *Local Government Regulation 2012*

## SUPPORTING DOCUMENTS

Attachment A: Incoming Sponsorship Procedure

## RESPONSIBILITIES

Sponsor	Chief Operating Officer
Owner	Executive Coordinator, Corporate Communication

## VERSION CONTROL

Document	Date	Approved	Amendment
A49247562 v62	26.05.21	A/CEO #66763196	Minor changes
<a href="#">A49247562 v60</a>	08.12.20	GA20.1203.004/G20.1208.030 & A62258843	New policy

## 1.0 Introduction

Council of the City of Gold Coast (Council) is the local government for the city of the Gold Coast and as such, provides a wide range of community services and facilities, programs and events, including the maintenance of beaches, roads and walkways, sporting grounds, parks and gardens, community centres, libraries and numerous other community programs. The governance to attract funding to support these activities, assets, partnerships, programs and events is detailed in the Incoming Sponsorship Policy and here in these procedures.

## 1.1 Definitions

### 1.1.1 Sponsorship

Sponsorship is the right to associate the sponsor's name, products, assets or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash, in-kind support, partnership or promotional / marketing opportunities. It involves a negotiated exchange and results in tangible, intangible, material and mutual compensation for the principal parties to the arrangement.

Sponsorship may include:

- naming rights of a sponsorship asset;
- intellectual property and marketing rights associated with a sponsorship asset; and/or
- other branding, signage, advertising and access rights associated with a sponsorship or partnership of an asset.

Council manages its assets on behalf of the community. By accepting sponsorship, Council is aligning its name and reputation with that of the sponsor.

### 1.1.2 Sponsorship asset

A sponsorship asset is any program, partnership, event, infrastructure, venue, location or other marketable asset. It can include:

- Infrastructure / venues / locations, e.g. Gold Coast Aquatic Centre; ocean beaches, bins
- Program / Initiative, e.g. accessible beach matting, Naturally GC, Active & Healthy
- Event, e.g. community events

### 1.1.3 Sponsorship types

- Naming rights – the inclusion of a sponsor brand in the title of a Council owned asset, e.g. Sponsor Name Gold Coast Aquatic Centre
- Partnership – mutually exclusive, in partnership with
- Presenting partner rights - Council retains title ownership e.g. City event, presented by Sponsor
- Sponsor – program, event, infrastructure, location, asset and the like
- Sponsor – supply a program, event, infrastructure, location, asset and the like
- Sponsor – supply products e.g. product placement for active and healthy participants.

## 2.0 Roles and responsibilities

Central coordination of sponsorship will enable a structured approach to the seeking, negotiating and acquiring of sponsorship. The following roles are crucial in the delivery of a centralised program and the administration, approval and management of sponsorship or partnership agreements.

The roles included in the Procedure are:

- Incoming Sponsorship Officer
- Asset Custodian
- Business Area Project Manager
- Executive Coordinator
- Incoming Sponsorship Steering Group (ISSG)
- Chief Operating Officer

### 2.1 Incoming Sponsorship Officer (ISO)

Responsibilities include:

- Initial sponsorship assessment and coordination
- Develop Sponsorship Prospectus
- Coordination of Incoming Sponsorship Steering Group (ISSG)
- Sponsorship acquisition process
- Sponsorship agreement coordination
- Sponsor relationship management
- Financial administration and tracking
- Assess sponsorship submissions and refer to ISSG where appropriate
- Maintain register of sponsorships available on Council's website

### 2.2 Asset custodian (AC)

Represented by the officer responsible for the asset.

Responsibilities include:

- Liaison with Business area project manager (BAPM)
- Delivery of specified contractual sponsorship benefits
- Reporting on relevant asset information
- Involvement / attendance at ISSG
- Risk assessment

### 2.3 Business area project manager (BAPM)

Represented by the officer who is running the program, partnership, event or asset.

Responsibilities include:

- Liaison with Incoming Sponsorship Officer
- Contact Corporate Communication Account Officer to develop measurable tactics to integrate the sponsorship with existing or planned marketing and communication activity to leverage the sponsorship effectively.
- Delivery of specified contractual sponsorship benefits
- Reporting on relevant asset information

- Involvement / attendance at ISSG
- Sponsorship acquisition
- Sponsor relationship management
- Sponsorship agreement management including benefits delivery coordination
- Liaison with asset custodians
- Monitoring and evaluation of the agreement
- Financial administration and tracking
- Production of final summary report
- Risk assessment
- Manage the sponsorship, involve consult stakeholders and ensure appropriate approvals are in place.

## **2.4 Executive Coordinator Corporate Communication**

- Custodian of Incoming Sponsorship Policy and Procedure
- Chair Incoming Sponsorship Steering Group
- Oversee implementation of the policy and monitor adherence to Procedures
- Approve sponsorship submissions that do not require referral to ISSG (e.g. under \$20,000 and not city-wide)

## **2.5 Incoming Sponsorship Steering Group (ISSG)**

The Incoming Sponsorship Steering Group (ISSG) is responsible for assessing sponsorship proposals against criteria of Council's incoming sponsorships.

The ISSG role is to:

- Ensure a coordinated and collaborative approach is undertaken to manage the incoming sponsorship program in line with Council's Incoming Sponsorship Policy and Procedure.
- Advocate sponsorship policy and procedures.
- Provide timely advice and input to enable assessment of sponsorship offers.
- Provide direction to peers and colleagues within their department on sponsorship best practice.

The ISSG can recommend to the Chief Operating Officer to approve individual sponsorships between \$20,000 - \$100,000 per annum.

## **2.6 Chief Operating Officer**

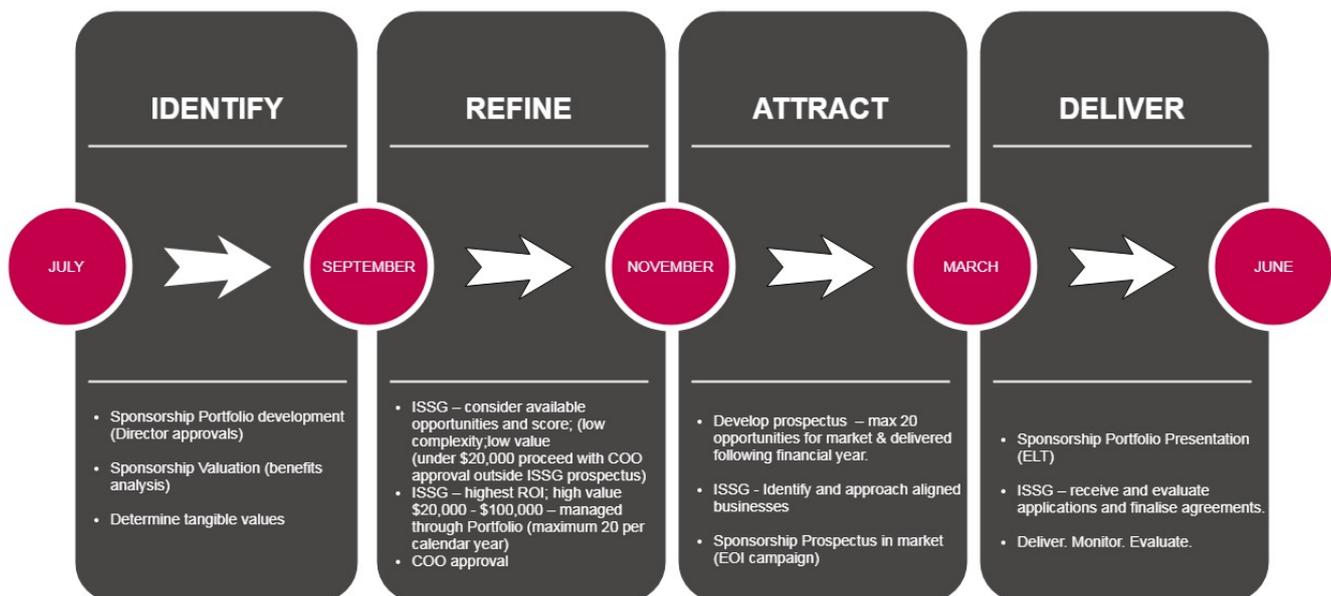
- Approve individual sponsorship submissions up to \$100,000 via ISSG
- The COO provides recommendations to Council for decisions on individual sponsorship agreements over \$100,000 per annum and those that relate to Infrastructure or Venues.

## 3.0 Sponsorship Program

### 3.1 Sponsorship cycle

Council adopts an open and transparent incoming sponsorship program including a public campaign to promote the availability of Council sponsorship opportunities, via a Sponsorship Prospectus to the marketplace. Through this annual campaign organisations will be invited to submit an Incoming Sponsorship Submission. The timing and broad activity for the sponsorship acquisition cycle is over a calendar year and is detailed in *Figure 1 Sponsorship Program*.

Fig. 1 Sponsorship Program



The Incoming Sponsorship Program operates under the guidance of the ISSG and follows budgeting cycles of private organisations and oversees the following:

- Identification, development and evaluation of the Council's available sponsorship assets, i.e. a Sponsorship Portfolio.
- The release of a Sponsorship Prospectus featuring all available sponsorship assets for the upcoming 12 months.
- A widely advertised Sponsorship Prospectus campaign seeking submissions from interested parties.
- Interested parties will be invited to submit a Sponsorship Submission (online template).
- Sponsorship submissions review against pre-determined eligibility and assessment criteria (Attachment 1 and 2).
- Issuing of written, standardised, sponsorship agreement to successful applicants.
- Development of the Sponsorship Portfolio
- The ISO considers all portfolio opportunities those deemed low value and low complexity (e.g. under \$20,000) are entered onto the Sponsorship Register but proceed outside the Portfolio and Prospectus process. The Business area project manager or Asset Custodian must use Incoming Sponsorship templates and must adhere to Incoming Sponsorships Policy and Procedure and related policies including the Procurement Policy to attract and award sponsorships.
- The ISSG considers all portfolio opportunities and scores each one. Eligible opportunities are managed through the Sponsorship Prospectus.

## 3.2 Sponsor Portfolio

Council boasts a number of programs, partnerships, events, infrastructure, venues, locations and other marketable assets that may be considered suitable for sponsorship. These are delivered under the following areas including but not limited to:

- Community venues and services, e.g. Gold Coast Sports & Leisure Centre
- City Libraries
- Parks and recreational services
- Safe and Liveable Communities
- Partnerships
- City events, e.g. civic, citywide or divisional.
- Other programs, activities, marketing platforms, e.g. Active School Travel Program.
- Council assets, bins or park equipment.

Council's sponsorship portfolio is an internal document and consists of all sponsorship assets (programs, events, partnerships, assets, locations and other initiatives) considered appropriate for sponsorship in any calendar year. The Portfolio defines which opportunities will be offered to market. It is important that each sponsorship asset within the portfolio is clearly defined with its own set of sponsorship benefits and value.

At the commencement of the program individual opportunities that have been identified for immediate assessment will be presented to Council for approval of the asset / program for sponsorship. The subsequent year, the portfolio of asset / programs identified will be presented in a prospectus to Council for upfront approval before the program cycle starts.

Variations to the Sponsorship Portfolio will be considered for approval to proceed by COO.

## 3.3 Sponsorship valuation

In seeking, negotiating and accepting incoming sponsorship, it is important to ensure that the effort and cost expended by Council to secure and manage the sponsorship is more than covered by the value of the sponsorship to Council.

When determining the value of a sponsorship to the Council, tangible benefits should not be the only aspect taken into consideration. In addition to cash and/or value-in-kind sponsorship investment, ISSG may consider the following benefits of value:

- The extent to which connection with a reputable sponsor could enhance the Council and Gold Coast's image and reputation.
- The sponsorship could make it possible for the Council to undertake beneficial, non-core activities that could not otherwise be funded or undertaken to the same extent.
- The sponsorship could either reduce the cost of a particular event or activity or enable it, in the public interest, to be expanded or enhanced.
- The sponsorship could achieve greater community awareness or public profile for the City, or for a particular service, program or product, than may otherwise have been possible.
- The sponsorship could provide a benefit to the users, e.g. product placement
- Each sponsorship asset is valued as part of the portfolio development to determine the base price or value of the sponsorship asset, including but not limited to location; reach and return on investment.

When determining the cost of a sponsorship, it is important to consider all direct and indirect costs associated with delivering each tangible and intangible benefit within the sponsorship agreement. A breakdown of sponsorship tangible benefits will be included in the Sponsorship Prospectus.

The cost to Council to deliver a sponsorship agreement should be no more than 20 per cent of the total sponsorship agreement value.

### 3.4 Sponsorship Prospectus

Council will develop an annual Sponsorship Prospectus to market the sponsorship assets and the benefits associated with each sponsorship asset.

#### 3.4.1 Multi-year agreements

Multi-year agreements will be included in the first year through the Portfolio and Prospectus and thereafter managed by the Business Area Project Manager for the life of the sponsorship agreement. The Incoming Sponsorship Policy and Procedure must be followed for reporting; management plans and initial assessment. Renewals, beyond the original timeline specified, must be included back into the Sponsorship Program to commence the cycle again and offered to the market.

#### 3.4.2 Seeking sponsorship

Council will execute an annual campaign, promoting sponsorship opportunities, through the release of the annual Sponsorship Prospectus. Interested parties will be required to complete an online submission for consideration of the ISSG.

### 3.5 Sponsorship application process

Interested parties will be invited to complete and submit an online sponsorship submission.

#### 3.5.1 Eligibility and assessment criteria

Each sponsorship submission will be assessed by the ISO against criteria to determine whether the sponsor is eligible to be considered for sponsorship.

Where a sponsorship submission is deemed eligible, by the ISO, it will then be assessed by the ISSG against further sponsorship performance criteria, set out in *Attachment 1 and 2*.

The ISSG will consider the opportunities and determine suitable submissions including undertaking a general risk assessment and, in the process, develop suitable contingency plans and responses as part of the evaluation of the sponsorship submissions.

#### 3.5.2 Delegations and approvals

The ISO will undertake an initial assessment and make recommendations based on the following for all sponsorship submissions received:

- Unsuccessful due to deemed ineligibility
- Under \$20,000 but unsuccessful due to sponsorship performance score against criteria
- Successful (under \$20,000) approved by the Executive Coordinator Corporate Communication and referred to Business Area Project Manager for commencement; risk assessment (using Council's Enterprise Risk Management Framework) and additional final approval.
- Over \$20,000 referred to ISSG

ISSG will assess and make recommendations based on the following outcomes for all sponsorship submissions received:

- Unsuccessful due to deemed ineligibility
- Unsuccessful due to sponsorship performance score against criteria
- Successful (between \$20,000 - \$100,000)

- Application approved with recommendation to Council over \$100,000 per annum and those that relate to Infrastructure or Venues.

### **3.5.3 Notifications**

Notifications of successful and unsuccessful applications will be provided in writing.

### **3.5.4 Public notice**

A list of all sponsorship agreements will be published on Council's website within 60 days of the written agreement being signed. This Sponsorship Register will also include any opportunities that did not receive a submission and remain open.

Additional information:

- The advertising, assessment and determination of applications for this Incoming Sponsorship program will not take place during caretaker period
- The exercise of any officer's delegation is to be suspended during caretaker period

## **3.6 Incoming Sponsorship Agreements**

Any sponsorship submissions are subject to the parties entering into a sponsorship agreement where Council maintains the terms of this agreement. All sponsorship agreements, regardless of investment level, will be in writing and use the appropriate template.

Sponsorship agreements up to the value of \$20,000 require a written letter of agreement, to be signed by authorised persons from both parties.

Sponsorship agreements over the value of \$20,000 where either the cash amount or the market value of the in-kind support or a combination of both totals under \$20,000 (exclusive of GST) require a written, long-form sponsorship agreement, to be signed by authorised persons from both parties.

### **3.6.1 Termination of agreements**

Council reserves the right to terminate sponsorship and other agreements at its discretion and a clause to this effect must be contained in all sponsorship agreements.

### **3.6.2 Renewals**

Incoming sponsorships will expire at the date stipulated in each respective sponsorship agreement.

## **3.7 Sponsorship management**

Each sponsorship in the Sponsorship Prospectus must be monitored continuously by the Incoming Sponsorship Officer, in collaboration with the Business Area Project Manager, documenting the planning and progress of the sponsorship based on the evaluation criteria set out in the sponsorship agreement. This includes facilitating logo approvals, payment of sponsorship instalments linked to milestones, and delivery of sponsorship entitlements.

### **3.7.1 Sponsorship management plan**

A sponsorship management plan will be reflected in the sponsorship agreement templates and provides a framework for managing sponsorships effectively and efficiently.

The sponsorship management plan should include:

- objectives of the sponsorship

- roles
- responsibilities
- communication
- resources
- timeframes
- outcomes
- performance indicators
- identification of any preferred partners
- evaluation of the sponsorship.

### **3.7.2 Monitoring and evaluation**

#### **(a) Program evaluation**

A report for the Sponsorship Program will be presented to ELT for consideration each year

#### **(b) Sponsorship evaluation**

Monitoring and evaluation of sponsorships must be undertaken to determine if they have been effective in achieving the objectives outlined in the sponsorship agreement. Templates available on Council's intranet must be used.

## **3.8 Reporting**

### **3.8.1 City of Gold Coast reports**

Each sponsorship must be formally evaluated in an evaluation and recommendations report finalised within three months of the expiry of the term of the agreement.

Templates will be available on Council's intranet to allow for scalable reporting requirements based on value and complexity.

### **3.8.2 Sponsor reports**

The sponsorship agreement will include sponsor reporting requirements. For reports to sponsors, templates are available on Council's intranet and as a general guide, information provided in an evaluation report provided to sponsors would encompass the following:

- results achieved, evaluated against the sponsorship objectives
- benefits/success of the sponsorship/partnership
- whether the terms of the agreement were met
- the cost/benefit analysis.

## **3.9 Auditing**

Records should be maintained of all decisions and documents relating to the incoming sponsorship process must be kept for auditing purposes to ensure compliance with the policy and procedures.

## **4.0 Income**

Funds raised through obtaining sponsorship should be spent as stipulated in the sponsorship agreement.

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## 5.0 Risk management

### 5.1 Conflict of interest

In order to avoid real or perceived conflicts of interest, Council must address the following factors when assessing a sponsorship submission:

- disclosing and resolving any conflicts of interest
- consider any past and current commercial activities of the potential sponsor
- national and international activities of the potential sponsor
- requiring potential sponsors to identify and resolve any potential conflict of interest in the submission and assessment and throughout the sponsorship agreement.

### 5.2 Risk assessment

The BAPM or AC will conduct a risk assessment following Council's Enterprise Risk Management Framework for their preferred submission. The BAPM or AC will then recommend their preferred submission to the ISSG through their representative at the meeting. ISSG will consider this recommendation and risk assessment as part of their overall assessment of submissions.

### 5.3 Undue influence

To ensure against inappropriate influence by sponsorship and other forms of contribution-based funding, careful consideration is given to:

- naming rights
- the inference of ownership of sponsored projects; and
- perceived endorsement by the Council of the sponsors' products or services.

The following occurrences must be reported to the COO:

- a sponsor enters into voluntary administration, receivership or faces demise
- decisions to terminate a sponsorship agreement.

### 5.4 Unsolicited approaches

Unsolicited approaches to Council may occur in relation to:

- a sponsorship asset where sponsorship opportunities have not been taken up by any sponsor in the calendar year
- a new sponsorship asset identified and proposed to Council by an interested sponsor prospect
- other circumstances.

All unsolicited sponsorship approaches will be referred to the ISSG following initial consideration by the ISO. The ISSG may at its discretion consider and assess each approach on a case-by-case basis however; in general, all unsolicited sponsorship approaches will be directed to the Incoming Sponsorship Program process outlined in the Incoming Sponsorship Policy and this Procedure.

## Attachment 1

### Eligibility criteria

The below criteria is used by the ISO and ISSG when considering sponsorship proposals.

Criteria	YES / NO
Is the applicant a business, organisation or government agency?	
Has the applicant operated for at least two consecutive financial years?	
Does the applicant have all necessary licenses and approvals to conduct business in the city?	
Does the applicant have all required insurances?	
Does the applicant meet the suitable sponsorships outlined in the Incoming Sponsorship Policy?	
Confirmation there is no actual or perceived conflict of interest?	

If the answer to all eligibility questions is YES, the application may progress to the Assessment stage.

If the answer to any eligibility questions is NO, the application is deemed unsuccessful and will not be considered further.

## Attachment 2

### Assessment criteria

Once eligibility assessment criteria have been completed, each eligible application will be assessed and rated against the following set of criteria as part of a competitive process. Applications which do not meet the eligibility criteria will not be considered further.

<b>Criteria</b>	<b>Score</b>
Proposed / agreed investment	25%
Sponsorship application represents less than 20% service cost	20%
Alignment with the Council's values, vision and corporate goals	15%
Ability to withstand critical public scrutiny	10%
Any additional benefits Council considers the sponsor may bring	10%
Size of customer base / marketing reach	10%
The extent of acknowledgement proposed is consistent with the level of sponsorship.	5%
Demonstrated commitment to social responsibility and strong community ties	5%

## Attachment 3 Sponsorship agreements

Sponsorship agreements should:

- be workable, relevant and practical
- be proactive and responsive to the needs of both parties
- achieve mutually shared and agreed goals
- create social and economic value and impact for the community.

Sponsorship agreements must not:

- give a sponsor inappropriate influence and/or access to restricted information
- impose or imply conditions that would limit, or would appear to limit, the City's ability to carry out its functions fully and impartially
- involve explicit endorsement of the sponsor or its products/services
- pose a conflict between the functions of the City and those of the sponsor; or
- transfer any ownership interest in any real or personal property of Council.

### Valuing

Council will value sponsorship opportunities in a manner that maximises their appeal, while fairly reflecting their value to sponsors. This may entail asset evaluation for sponsorship proposals.

### Specific Provisions

These may include:

- the benefits to be provided by Council to the sponsor
- mutually agreed commercial objectives of the sponsorship and agreed performance measures
- forms of sponsorship acknowledgement and scope of uses available to the sponsor
- financial accountability requirements including tax liabilities
- agreed value of any in-kind sponsorship or partnership
- dispute resolution
- termination provisions
- any special conditions which may apply (such as clean venue requirements)
- the recognition of the Council's ongoing contribution to the capital and/or operational costs of community facilities by clear and permanent identification of Council through its branding guidelines.

### Termination

Council reserves the right to terminate sponsorship and other agreements at its discretion.

In the case of termination without cause (Council's convenience) the Council will refund sponsorship monies it receives on an equitable or pro-rata basis, however termination will not title the sponsor to claim any other compensation.