

## SPONSORSHIP POLICY

Type:	Council Policy		
Owner:	Chief Executive Officer		
Responsible Officer:	Communications and Engagement Officer		
Approval Date:	22/08/2023	Next Review:	01/06/2027
Records Number:	180934	Council/CEO Decision:	Council
Legislation Reference:	N/A		

### 1 PURPOSE

Council may enter into sponsorship arrangements with organisations to support new or existing programs, services, facilities or events which contribute to the quality of life for the Katherine community and enable Council to deliver on its strategic plan. Council must ensure that expenditure on sponsorship is appropriate, sustainable and in the interest of the public.

The purpose of this policy is to facilitate appropriate financial sponsorship arrangements by Council with organisations for the delivery of community and economic activities that support the achievement of Council's objectives.

### 2 SCOPE

This policy applies to elected members, Council employees, contractors, and volunteers associated with Katherine Town Council and relates to policy and operational matters for all sponsorship arrangements.

### 3 DEFINITIONS

**Acquittal** means the process of evaluating and reporting on the outcomes and expenditure of funds provided to an organisation by Katherine Town Council. In addition to financial matters, the acquittal may include media reports, levels of attendance, economic and community analytics and audience/stakeholder feedback.

**In-kind assistance** means the provision of cost neutral resources, readily available within Katherine Town Council, at no cost to a community organisation.

**Sponsorship** means a commercial arrangement in which a sponsor provides a contribution in money, to support a service, event, facility or program in return for specified benefits. Sponsorship differs from grants programs, in-kind assistance and operating subsidies.

Council strives to encourage and support events that provide economic benefits and enhance community life. Its aims can be achieved, in part, by providing sponsorship for events, programs or activities that make a positive contribution to the Katherine community to conduct events and activities.

Council does not have a specific sponsorship program but will consider application requests for sponsorship from reputable organisations whose public image, products and services are consistent with the values, goals and specific policies of Council.

Sponsorship does not include:

- grants or funding provided in accordance with Council's Community Grants Policy
- provision of in-kind assistance to community organisations in accordance with Council's In-kind Support to Community Organisations policy, or
- subsidisation or waiver of fees by Council.

Council does not consider the following organisations are suitable for sponsorship agreements, including those:

- involved in the manufacture, distribution and wholesaling of tobacco-related products, gambling, alcohol, pornography and/or addictive substances (eg vaping)
- that discriminate, or encourage discriminatory behaviour, including discrimination on the basis of age, disability, race, religion and/or sexual orientation
- that are found guilty of illegal or improper conduct by the Independent Commissioner Against Corruption or any similar authority
- with political affiliation, or
- that have an unacceptable sponsorship record with Council or the NT Government.

Proposals from Councillors or employees are not eligible for sponsorship funding.

Council must ensure all sponsorship agreements do not compromise, be perceived to compromise or call into question the integrity and values of Council. A sponsorship agreement may be refused and/or terminated if deemed by Council as a real or perceived conflict, or where a breach of the terms of an agreement has occurred.

Council's wider discretion to make decisions regarding sponsorship agreements is not limited by this policy.

## SPONSORSHIP PROPOSALS

Sponsorship proposals should fall into one of the following categories:

- business, industry, economic or community activation
- cultural, social or the arts
- sporting, recreation or healthy lifestyle-orientated, or
- environment.

Organisations must demonstrate that their public image, products and services are consistent with the goals and values of Council, and a commitment to enhance community life in Katherine.

Sponsorship may assist in enabling local, national or international programs, events and activities to be held within Katherine. Such events may contribute to the identity of the Big Rivers region, economic growth and promote community participation by residents and visitors.

Council will not generally sponsor the following unless they are directly related to Council's strategic objectives or provide significant community benefit:

- conferences and seminars
- functions
- individuals, or
- record attempts.

For Council to enter into a sponsorship arrangement with an organisation, they must:

- be an Australian legal entity with an Australian Business Number (ABN) or be auspiced by an incorporated organisation
- be applying for a project or initiative which occurs within the Katherine municipality
- have all appropriate insurances and licences (public liability insurance up to \$10M to cover an event or project)
- be able to demonstrate financial viability and have no overdue grant or sponsorship acquittals or outstanding debts with Council, and
- be an organisation whose public image, products and services are consistent with the goals and values of Katherine Town Council, and a commitment to enhance community life in Katherine.

## GENERAL CONDITIONS OF SPONSORSHIP

Council will require that all sponsorship agreements are in writing, to protect the interests of both parties. A sponsorship agreement does not imply that Council endorses a recipient's organisation or its products or services.

Sponsorship agreements will be for a fixed term. A written acquittal report is required at the end of the agreement to detail how the funds were spent, and what the outcomes of the funded activity were.

Public recognition of the Council brand/logo upon another organisation's assets, events or programs is required.

Branding of an event sponsored by the Council will be commensurate with the level of sponsorship provided by the Council for that event.

Council reserves the right to withdraw from a sponsorship agreement where the external party is considered to have not complied with the spirit of this policy and any written sponsorship agreement.

## APPROVAL

All sponsorship proposals are to be managed by the Communications and Engagement Officer, who will ensure the cost and purpose of the sponsorship is appropriate, it provides a commensurate benefit to Council and Council's branding/logo are managed correctly.

All sponsorship proposals considered appropriate are to be endorsed by the Chief Executive Officer and approved by Council resolution.

In-kind Support to Community Organisations policy

*Local Government Act 2019*

#### Revision History

Version	Approval date	Details of change	Responsible officer
1	8/08/2023	Created	Communications and Engagement Officer
2			