



EVENT SPONSORSHIP POLICY

**Document No:
A3762704**

1.1 Objective:

The objectives of the Policy are to provide a framework for Ipswich City Council's event sponsorship program and to encourage the development of events in the city. Council's policy objectives are:

- To position the City as a significant event destination;
- To act transparently and obtain best value for money;
- To formalise general principles to apply to the negotiation and implementation of sponsorship agreements; and
- To articulate the process Council will use to grant sponsorship.

1.2 Regulatory Authorities:

- *Local Government Act 2009*
- *Local Government Regulations 2012*
- Ipswich City Council Sporting Donation and Sponsorship Policy
- Community and Cultural Services Sponsorship Procedure
- Ipswich City Council Long Term Community Plan (i2031)
- Ipswich City Council Corporate Plan 2012-2017

Policy Statement:

1. In adopting the annual budget, Council may approve an allocation of funds to support a range of sponsorship and partnership opportunities for eligible community organisations and businesses.
2. Availability of Event Sponsorship provided by Council will be promoted through a range of Council media including Mayoral and Electorate Offices.
3. Sponsorships provided by Council will contribute to Council's Corporate Plan themes and the Ipswich City Council Long Term Community Plan's strategies, and will assist Council in achieving its Corporate Goals.
4. For the purpose of reporting in accordance with the *Local Government Regulation 2012* (the Regulation), community organisations will be defined as per Schedule 8 of the Regulation as follows:

- an entity that carries on activities for a public purpose; or
 - an entity whose primary objective is not directed at making a profit.
5. Relevant Procedures will be established for each sponsorship opportunity defining eligibility, assessment and acquittal criteria under which Council funding will be provided.
6. Council will utilise sponsorship as a strategic tool to assist in:
- Making significant contribution to economic, community, cultural, social recreational and environmental enhancement and revitalisation of the Ipswich community;
 - Engaging the community, businesses and other stakeholders;
 - Meeting the objectives of the Corporate Plan; and
 - Promoting the City of Ipswich and Council programs and attracting events to the City of Ipswich
7. Organisations and businesses are expected to apply responsible management of sponsorship funding received from Council, and deliver agreed benefits to the City of Ipswich and Council.
8. Council may consider applications from organisations or businesses outside the City of Ipswich boundary where it is considered that the project, activity or initiative will primarily benefit the City of Ipswich.

1.3 Roles and responsibilities:

This Policy, and supporting Procedures and practices, apply to all Departments and Branches in which Event Sponsorships are provided.

1.4 Definitions:

Sponsorship is the right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity in return for negotiated and specific benefits such as cash or in-kind or promotional opportunities. It involves a negotiated exchange and should result in tangible, material and mutual compensation for the principal parties to the arrangement. Sponsorship can take the form of cash and/or in-kind support (Qld Government Sponsorship Policy 2013). Sponsorship should not be confused with:

- donations, grants, unconditional gifts, bequests or endowments;

Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.

1.5 Policy Author:

The Community Development Manager is responsible for reviewing this policy.

Date of Council Resolution: 14 October 2014

Committee Reference and Date: Policy and Administration Board No. 2014(09) of 30 September 2014 – City Management and Finance Committee No. 2014(10) of 8 October 2014

No. of Resolution: 2

Date to be Reviewed: 14 October 2016