



EVENT SPONSORSHIP POLICY

Document No:
A3762704

1.1 Objective:

This policy provides the framework for the management of Ipswich City Council's Event Sponsorship Program to attract, establish or sustain events which enhance the city's economic and/or cultural outcomes.~~encourage the development of events in the city.~~

~~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 Long Term Community Plan (i2031)
- Ipswich City Council Corporate Plan 2017 - 2022
- ~~• 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:

The policy aims to:

- Provide a framework for determining when Ipswich City Council will enter into event sponsorship arrangements.
- Support the sustainable development of vibrant, creative and innovative events that enhance the city's economic and cultural outcomes.~~development of vibrant, creative and innovative events that enhance the economic, social and cultural life of the City.~~
- ~~• Establish partnerships with suitable organisations to achieve recognition for the City.~~
- ~~• Increase tourist visitation to the City.~~
- Ensure that a fair and transparent process is used in the allocation of event

sponsorship funds.

— Deliver measurable economic benefits to the City.

— Drive social and community sporting and recreation events and activities.

The Event Sponsorship Program provides funding to support a range of sponsorship and partnership opportunities for eligible community organisations and businesses.

- ~~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.~~
- ~~4.1. 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 Scope

This policy applies to all requests for event sponsorship directed to Ipswich City Council.

Principles

The following five key principles are to be applied when determining event sponsorship arrangements in accordance with this policy:

Community Benefit

All event sponsorship activities must provide a specified economic or cultural, ~~social, environmental, financial or economic~~ benefit to the community. Prior to entering into event sponsorship arrangements, an analysis of community benefit ~~should~~will be undertaken.

Alignment

All event sponsorship arrangements must align with Council's aspirations, legislative requirements, priorities, strategic direction, and vision as documented in Council's Corporate Plan, and be consistent with Council's policies including the Councillor Code of Conduct and the Employee Code of Conduct.

Risk Management

Potential risks to Council will be assessed prior to entering into event sponsorship arrangements. Some examples of the inherent risks in providing or receiving event sponsorship commonly include the following:

- Conflicts of interest (actual or perceived)
- Reputational risk to Council
- Direct or indirect personal benefits received by Councillors or Council officers

- Perceptions of being influenced by the sponsor/sponsorship recipient
- Perceptions of endorsing the sponsor/sponsorship recipient's products/services

Open, Accountable Decision-Making and Financial Management

Event Sponsorship will be sought and provided using transparent processes. All event sponsorship arrangements will be assessed in line with the *Local Government Act 2009* and *Local Government Regulations 2012* and Council's financial policies and guidelines.

In the negotiation of event sponsorship and arrangements the commercial value of the arrangement must be clearly identified and acknowledged.

Entrepreneurship and revenue-raising Sustainability and Scalability

Event Sponsorship activities that present additional revenue opportunities for Council will be considered applications should demonstrate a plan for the ongoing financial sustainability and potential scalability of the event.:-

Available Funding

The Event Sponsorship Program has two categories:

| <u>Category</u> | <u>Purpose</u> | <u>Available Funding</u> |
|---|--|---------------------------------|
| <u>Silver Sponsorship Category 1</u> | <u>Provides financial support for an initiative which provides commercial benefits to the city of Ipswich Standard level of sponsorship for an event which can demonstrate economic or cultural outcomes.</u> | <u>\$3,001 - \$15,000</u> |
| <u>Gold Sponsorship Category 2</u> | <u>Provides financial support for an initiative which provides commercial benefits to the city of Ipswich and promotes Ipswich as an event and destination city Significant level of sponsorship for an event which can demonstrate a high level of economic or cultural outcomes.</u> | <u>\$15,001 or over</u> |

Resources

Resources available for event sponsorship will be planned in accordance with Council's corporate planning, annual budget and operational planning processes.

General Eligibility

To be eligible for funding event sponsorship, -all applicants must:

- Operate within Deliver the event within -the local government area
- -and/or be able to demonstrate that the proposed project benefits the City's community and economy and has the ability to grow year on year; Articulate the economic or cultural benefits
- Demonstrate adequate consideration of any community or environmental impacts and benefits;
- Incorporate (Ipswich) in the official name of the event and incorporated in the official event location tagline e.g. CMC Rocks Qld Willowbank Ipswich; Promote the event as being hosted in the City of Ipswich

- Provide recognition and designation of Ipswich City Council as a 'Strategic Partner' of the event; of Ipswich City Council
- Be a registered organisation with an ABN (or ACN) or a Not-for-Profit organisation; Council will not fund individuals;
- Have satisfactorily accounted to Council for the expenditure of any previous Council sponsorships or other Council funding (as required);
- Have no outstanding debts of any kind with Ipswich City Council;
- Hold an appropriate public liability insurance policy to cover staff, members and general public as appropriate;
- Demonstrate that the sponsorship will be used for a purpose in the public interest and in accordance with this policy;
- Demonstrate they are capable of delivering the proposed event;
- The applicant must be capable of obtaining all regulatory approvals for the Event;
- Be financially viable;
- Demonstrate commitment and initiatives taken by their organisation to improve environmental performance.

Exclusions

The following will not be funded:

- Applications from individuals;
- Activities, events or programs occurring outside the City of Ipswich;
- Activities or events that directly contravene existing Council policy;
- Activities with safety and/or environmental hazards;
- Requests seeking reimbursement for funds already spent;
- General fundraising activities (unless it can be demonstrated that there is significant benefit for the city and community and it strongly aligns with the policy principles);
- Requests associated with an organisation's operational expenses including insurances.

Application

All applications shall be considered on their merits, taking into account the guidelines of this policy, the circumstances of each case, and the availability of funds in Council's budget.

Assessment Process

An Applicant Guidelines document will be available each year and this document will outline the assessment criteria and process that will be used to assess event sponsorship applications. The assessment process will also be supported by an internal procedure document.

Terms and Conditions That Apply to Successful Applicants

All successful applicants will receive the approved funding event sponsorship from Council subject to the terms and conditions which are outlined in the Applicant Guidelines document.

Expected Event Sponsorship Outcomes

Ipswich City Council expects that initiatives for which a event sponsorship is provided will have measureable social, cultural and community economic or cultural outcomes. Examples of measureable economic and cultural outcomes are detailed provided in the Applicant Guidelines document.

Acquittal Report

To ensure appropriate accountability by event sponsorship recipients with regard to the use of event sponsorship funding, all funding event sponsorships provided by Council will require an

valuation report and financial acquittal, outlining the use of the funds event sponsorship (including proof of expenditure) and the achieved outcomes of the event.

1.31.4 Roles and responsibilities:

Event Sponsorship approvals, commensurate with the significance of the event sponsorship, are managed as follows:

- Category 1 event sponsorships \$3,001 - \$15,000 in value, exclusive of GST, will require approval of the Chief Operating Officer, Economic Development and Marketing.
- Category 2 event sponsorships greater than \$15,001 in value, exclusive of GST, will require Council resolution.

Event sponsorship contracts are to be signed in line with the Delegations of Authority within Ipswich City Council.

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

1.41.5 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.~~

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| <u>Acquittal</u> | <u>The process by which a recipient demonstrates in writing to Council that it has expended the funds in accordance with the terms and conditions of the funding agreement on completion of the event. The acquittal process, when conducted correctly, demonstrates that these monies were being used efficiently, effectively or that the community is getting value for money.</u> |
| <u>Auspice</u> | <u>An organisation that takes responsibility for ensuring funds are used as specified in the sponsorship allocation. An auspicing organisation will be responsible for:</u> <ul style="list-style-type: none">• <u>Signing off on the funding agreement;</u>• <u>The receipt, banking and administration of all monies;</u>• <u>Project monitoring and completion;</u>• <u>Ensuring the applicant acquits the funding on time; and</u>• <u>Sign off on the acquittal form.</u> |
| <u>Council</u> | <u>Refers to Ipswich City Council</u> |
| <u>Event Sponsorship</u> | <u>A business transaction in which Council provides a financial contribution to support an event, in return for negotiated commercial benefits to the City.</u> |
| <u>Event</u> | <u>An organised and themed event designed to attract a public audience.</u> |
| <u>Sponsorship</u> | <u>The agreement entered into by Council and an applicant whose application for event</u> |

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| Agreement | <u>sponsorship has been successful.</u> |
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1.51.6 Policy Author:

The Chief Operating Officer (Economic Development and Marketing) is responsible for reviewing this policy.
~~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

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