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1. Statement

This policy aims to:

- Provide a framework for determining when Ipswich City Council will enter into sponsorship arrangements.
- Support the sustainable development of vibrant, creative and innovative events that enhance the city's economic and cultural outcomes
- Ensure that a fair and transparent process is used in the allocation of event sponsorship funds.

2. Purpose and Principles

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.

2.1 Principles

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

Community Benefit

All event sponsorship activities must provide economic and/or cultural benefit to the community. Prior to entering into sponsorship arrangements, an analysis of community benefit should 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 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

Event sponsorship applications should demonstrate a plan for the ongoing financial sustainability and potential scalability of the event.

3. Strategic Plan Links

This policy relates to Advanced Ipswich Themes:

- *Strengthening Our Local Economy and Building Prosperity*
- *Caring for the Community*

4. Regulatory Authority

- *Local Government Act 2009*
- *Local Government Regulations 2012*
- Ipswich City Council Long Term Community Plan (i2031)
- Ipswich City Council Corporate Plan 2017 – 2022

Related Documents

- Councillor Code of Conduct
- Employee Code of Conduct
- Gifts, Benefits and Hospitality Policy
- Ticket and Invitation Allocation Standards

5. Scope

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

5.1 Available Funding

The Event Sponsorship Program has two categories:

Category	Purpose	Available Funding
Category 1	Standard level of sponsorship for an event which can demonstrate economic or cultural outcomes.	\$1 - \$15,000
Category 2	Significant level of sponsorship for an event which can demonstrate a high level of economic or cultural outcomes	\$15,001 or over

5.2 Resources

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

5.3 General eligibility

To be eligible for event sponsorship all applicants must:

- Deliver the event within the local government area;
- Articulate the economic and/or cultural benefits
- Demonstrate adequate consideration of any community or environmental;
- Provide recognition 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.

5.4 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.

5.5 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 applications. The assessment process will also be supported by an internal procedure document.

5.6 Terms and Conditions That Apply to Successful Applicants

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

5.7 Expected event sponsorship outcomes

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

5.8 Acquittal Report

To ensure appropriate accountability for the use of event sponsorship, all event sponsorships require an evaluation report and financial acquittal, outlining the use of the event sponsorship (including proof of expenditure) and the achieved outcomes of the event.

5.9 Council acceptance of tickets/hospitality

Council's position for events will be a nil provision of tickets as part of the sponsorship package except where they are required for business purposes. These tickets will be used to optimise the advocacy and/or networking benefit with other levels of government and business and/or raise the profile of the city.

Justification for the allocation of tickets will be documented by the council Events Team, saved in council's electronic records management system and submitted on a quarterly basis to the Audit Committee for review and publication on the council website.

Allocation of tickets/invitations is set out in the [Standards document](#).



Ticket & invitation
allocation standards

6. Roles and Responsibilities

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

- Category 1 event sponsorships \$1 - \$15,000 in value, exclusive of GST, will require approval of the General Manager, Community and Economic Development.
- Category 2 event sponsorships greater than \$15,001 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.

POSITION	RESPONSIBILITIES
Event Officer (Community, Cultural and Economic Development)	<ul style="list-style-type: none"> • Comply with council policies • Manage administration of applications, assessments and acquittals • Make recommendations on level of support for events • Liaise with the GM to determine the guest list for each event • Manage forms and issue of tickets/invitations • Maintain Corporate records of tickets/invitations issued
Recipients of tickets/invitations (Councillors &/or council)	<ul style="list-style-type: none"> • Comply with council policies • Attend events when receiving tickets/invitations

employees)	<p>under this policy</p> <ul style="list-style-type: none"> • Complete attachment B and provide to the Event Manager for record keeping
Treasury Analyst (Corporate Services)	<ul style="list-style-type: none"> • Provide advice on what corporate records must be maintained • Review corporate records and determine any taxation liability in accordance with legislation current at the time

7. Key Stakeholders

Corporate Governance – Corporate Services

8. Monitoring and Evaluation

All ticket allocations including those made available for business purposes will be recorded along with justifications for provision in a quarterly report to the Audit Committee.

Further, periodic audit of ticket use will be undertaken to determine:

- That all tickets utilised by Councillors and staff were for legitimate business purposes only.
- Absence of complaints from Event Promoters relating to ticket misuse or poor behaviour.
- The accuracy of corporate records relating to the Entertainment Register, Applications Forms and recording attendees.

9. Definitions

Acquittal	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
Council	Refers to Ipswich City Council
Council Officer	An employee of Ipswich City Council, whether employed on a permanent or temporary basis (includes award and contract staff)
Councillors	Includes the Mayor and Deputy Mayor
Event Sponsorship	A business transaction in which council provides a financial contribution to support an event, in return for negotiated commercial benefits to the City
Event	An organised event designed to attract a public audience
Event Officer	Officer responsible for administering the event sponsorship program

Official Capacity	Includes activities undertaken while on council business
Sponsorship Agreement	The agreement entered into by council and an applicant whose application for event sponsorship has been successful

10. Policy Owner

The General Manager (Community, Cultural and Economic Development) is the policy owner and the City Events Manager is responsible for authoring and reviewing this policy.

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