



SPONSORSHIP OF PROMOTIONAL STREET BANNERS POLICY

Document No:
A3753606

1.1 Objectives:

The purpose of this policy is to provide clear direction for the management of Council sponsorship of promotional street banners.

1.2 Regulatory Authority:

Local Government Act 2009

Ipswich City Council 2011-2031 Long Term Community Plan

Ipswich City Council Corporate Plan 2007-2012

Sponsorship of Promotional Street Banners Procedure

1.3 Policy Statement:

Banners are an effective promotional tool. The objective of the Council's street banner sponsorship program is to promote events and activities occurring in the City.

Banners are not to be used for political statements.

1.4 Scope:

That Council policy in respect to servicing requests for sponsorship of promotional street banners be:

1. That the sponsorship for promotional street banners be provided by Ipswich City Council for:
 - Non commercial applicants (including schools).
 - Organisations that provide a benefit to the Ipswich community.
 - Applications received in writing no less than 28 days prior to the proposed date of installation.
2. That all requests to Council to sponsor banner costs (including blank banners, signwriting and installation fees) be forwarded in writing to the Marketing Branch for processing.
3. That the Marketing Branch be responsible for all matters related to commercial and community promotional street banner bookings, installation, and storage.
4. That subject to budget allocations and Council policy, the Marketing Branch has authority to approve sponsorship for the cost of installation charges for promotional street banners.
5. That sponsorship for the purchase and/or signwriting of promotional banners be subject annual budget allocation, availability and the ability to service the request.
6. That sponsorship approval be subject to the level of reciprocal recognition offered to Council by the applicant.
7. That the sponsorship for promotional street banners be provided by Ipswich City

- Council for a minimum one week display period.
8. That all commercial applications for promotional street banners be charged in accordance with the current Register of Fees and Charges for the installation and removal of promotional street banners.
 9. Referral be made to the GST procedure for Grants, Bursaries and Appropriations to assess any GST implications.

1.5 Roles and responsibilities:

All marketing officers are responsible for ensuring they are familiar with the policy. The Marketing Manager is responsible for ensuring the policy is adhered to.

1.6 Policy Author:

The Marketing Manager is responsible for the maintenance of this policy.

Date of Council resolution: 10 December 1997

Date of Review: 8 November 2012

Committee Reference and date: Corporate Services Committee – 3 December 1997

No of resolution: 47.01

Date of Council resolution: 7 June 2000

Committee Reference and date: Economic Development Committee – 30 May 2000

No of resolution: 34.06

Date to be reviewed: 30 June 2014