

Corporate Sponsorship Program Council Policy

Responsible directorate: Governance and Strategy

Objective: To attract and support accessible events, programs and/or activities, held within the region, that contribute to a vibrant and dynamic community atmosphere while delivering brand and reputational benefits to the City and tourism and economic benefits to the local economy.

1. Application:

This policy applies to organisations or entities who are seeking sponsorship from the City to support an event, program or activity hosted within the City's boundaries.

This policy does not apply to donations, community funding, significant events, fee waivers, subsidies, advertising, informal collaborations, prizes, awards or arrangements where assistance - whether that be financial or in-kind - is given without expectation of benefits to the City in return.

2. Definitions:

“sponsorship” means a mutually beneficial arrangement which involves the purchase of the right to associate the sponsors name or service with the sponsored organisations or entity's event, program or activity in return for tangible and/or negotiated benefits.

“outgoing sponsorship” means an agreement between the City and an external organisation or entity where the City provides a financial contribution in return for tangible and/or negotiated benefits.

“sponsor” means the City.

“applicant” means the organisation or entity requesting financial support through the Corporate Sponsorship Program for a specific event, program or activity for no longer than a 12-month period.

3. Statement:

The City has a strategic vision to become a bold, creative and prosperous City on the global stage.

To achieve this vision, the City is invested in supporting free or low-cost events, programs and/or activities, held within the region, for the local community, through the Corporate Sponsorship Program.

Attracting and supporting external organisations and entities to deliver a wide variety of events, programs and/or activities promotes vibrancy, creates interest in the region and supports the health and wellbeing of the community. It provides the City with branding opportunities and assists with tourism and economic benefits for the local economy.

4. Details:

4.1. Corporate Sponsorship Program:

The Corporate Sponsorship Program aims to support free or low-cost events, programs and/or activities, held within the region, that meet the following priority outcomes:

- Contributes to and supports the local community
- Delivers attractive and accessible events, programs or activities
- Enhances the City's reputation and brand
- Improves culture, diversity and inclusivity
- Supports a sustainable and clean environment
- Provides direct and indirect benefits to local economy
- Creates long-term value and return on investment.

4.2. Corporate Sponsorship applications:

All applications for the Corporate Sponsorship Program must:

- demonstrate alignment with the priority outcomes
- demonstrate how they will provide benefits to the City, the community and the local economy
- meet the requirements outlined in the Corporate Sponsorship Program Guidelines.

4.3. Corporate Sponsorship Program Guidelines:

The Corporate Sponsorship Program will be managed through specific guidelines that include details on the following:

- Eligibility criteria
- Exclusions
- Categories and requirements for the program
- Round dates

- Application, assessment and approval process
- Agreement and payment details
- Acquittal process and requirements.

These guidelines will be determined from time to time in accordance with this policy at the discretion of the Chief Executive Officer, and communicated to Elected Members.

4.4. Corporate Sponsorship approvals:

The Chief Executive Officer may approve applications for corporate sponsorship up to and including \$10,000 (excluding GST), within any 12-month period, while applications for funding greater than \$10,000 (excluding GST) will require the approval of Council.

Organisations, events, programs or activities that have received funding through the Corporate Sponsorship Program for 3 consecutive years will require the approval of Council for any subsequent applications regardless of the funding level applied for.

Sponsorship agreements will be for no longer than a 12-month period and do not commence until a written sponsorship agreement is signed by both parties.

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