

# Sponsorship Policy

## POL-CMR 06



### Objective

To:

1. co-ordinate and maximise sponsorship of City of Mandurah events, programs and activities, to achieve mutually beneficial outcomes for all parties concerned.
2. co-ordinate and manage the risks associated with sponsorship of City of Mandurah events, programs and activities.
3. provide external organisations with the opportunity to sponsor City of Mandurah events, programs and activities.

### Statement

#### Rationale

Within this policy, the term '*sponsorship*' refers to the provision of cash or in-kind support offered by external organisations to the City of Mandurah (the 'City') as a mutually beneficial business arrangement. Sponsorship involves the purchase of the right to associate the sponsor's name, product or services with the sponsored activity, program or event, in return for perceived tangible and/or negotiated benefits.

For the purpose of this policy, the following are not considered Sponsorship and are therefore excluded:

- donations;
- grants, bequests endowments, hospitality, gifts and prizes which are given for benevolent reasons, where financial or material assistance is given without expectation of anything in return;
- grants and/or goods provided through a formally recognised program for a specific purpose with no expectation of commercial return;
- joint ventures, consultancies or partnerships in which organisations share ownership and responsibility for the ultimate outcome or product;
- projects such as displays and exhibitions in which the sponsor does not receive genuine and measurable value for money;
- scholarships
- research projects.

This policy also excludes the process for *provision* of sponsorship arrangements made by the City to external organisations.

#### Statement

- 1) The City welcomes and encourages sponsorship of its events, programs and activities as a means of:
  - developing alternative sources of income to facilitate and support the provision of the City's projects;
  - forming partnerships with corporate entities; and
  - increasing the long term sustainability of the City.

When *seeking* sponsorship arrangements, the City will ensure that:

- the City's integrity, public image, brand and reputation is protected;
- the sponsor's image supports the values of the City;
- there is no conflict with any legislation, statutory approvals, license or legal agreements;
- the selection of potential sponsors is undertaken fairly and equitably;
- sponsors demonstrate openness, transparency and effective competition;
- all events are accessible and appropriate to all groups in the community;
- sponsors have a clearly defined objective which should allow the City to evaluate the outcome and results;
- sponsors involved in the manufacture and/or promotion of illegal drugs, gambling or pornography are not considered;
- businesses involved in selling or distributing alcohol or tobacco will be carefully evaluated to determine their suitability to the event, program or activity;

When *implementing* sponsorship arrangements, the City will ensure that:

- the full potential benefit from sponsorship is maximised;
- there is transparency in all sponsorship transactions and agreements;
- a written sponsorship agreement and/or contract between the sponsor and the City exists.
- sponsors make efficient use of funds or resources, demonstrating value for money.

## 2) Recognition

In recognising the contribution that sponsors provide, the City will afford a level of recognition that fairly reflects the sponsors contribution and optimise the benefit and satisfaction they derive from their association with the City.

## 3) Risk Management

Before entering into any sponsorship agreement, the City reserves the right to:

- undertake written risk assessments of any proposal;
- conduct reasonable checks of sponsoring organisations; and/or
- refuse any sponsorship.

## 4) Conflict of Interest

All City employees, contractors and Elected Members are bound by the relevant City of Mandurah Code of Conduct and are prohibited from receiving personal financial rewards for their involvement in the engagement of sponsorship arrangements (including the solicitation, negotiation, authorisation or execution) for a City project.

City employees and Elected Members receiving products, goods or services (otherwise deemed as a gift) as mementoes or tokens of appreciation from sponsors, must disclose the receipt of such gifts in accordance with City policies and Code of Conduct.

City employees and Elected Members must also declare an interest if a closely associated person (within the meaning of the *Local Government Act 1995*) and/or any businesses they may own, control or are in any way associated with, are negotiating and/or entering into sponsorship arrangements with the City.

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### Related Documents

Code of conduct for employees  
Code of conduct Elected Members

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**Responsible Directorate:** Place and Community

**Responsible Department:** Community

**Reviewer:** Executive Manager Community

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**Last Review:** 23 July 2019, Minute G.12/7/19

Amendments			
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2	Minute G.35/2/15	24/02/2015	23/07/2019
3	Minute G.12/7/19	23/07/2019	-