

# PROMOTION AND ADVERTISING

## POLICY

POL-CMR 04

### Objective:

To manage commercial operators, community groups and sporting associations utilisation of the City of Mandurah (the 'City') community, sport and recreation facilities for advertising purposes.

### Statement:

The City will accept applications for the erection of signage at its community, sport and recreation facilities that will be assessed in accordance with its Recreation Services Procedures.

Long term tenants of the City's facilities may submit applications to Council seeking approval to enter into commercial sponsorship agreements and to promote such partnerships through activities such as but not limited to corporate signage and venue naming rights.

The City will assess applications from clubs, groups and associations to enter into commercial sponsorship arrangements at community, sport and recreation facilities. All applications for external corporate signage and venue naming rights will be referred to Council for consideration.

The City will be able to manage the commercial sponsorship arrangements established between long-term tenants and private businesses at its community, sport and recreation facilities.

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<b>Responsible Directorate:</b>	Strategy and Business
<b>Reviewer:</b>	Executive Manager, Strategy Recreation and Events
<b>Creation date:</b>	Minute G. 31/11/06, 21 November 2006
<b>Amendments:</b>	Minute G.57/2/12, 28 February 2012 Minute G.35/2/15, 24 February 2015 Minute G.12/7/19, 23 July 2019
<b>Related Documentation:</b>	Nil