



Sponsorship - Procedure

Related Policy

The following procedures relate to the Sponsorship Policy and must be adhered to in conjunction with Councils Code of Conduct and ICAC "Sponsorship in the public sector" May 2006.

Procedure

1. Who can be a sponsor?

A sponsor can be any individual or group who shares a commitment to Council's Management Philosophy and seeks to contribute to the development of the local community.

2. Identifying and promoting sponsorship opportunities

Council will, wherever possible and appropriate, seek out sponsorship to enhance the level of service available to the community.

Council will:

- Identify projects suitable for sponsorship on an annual basis;
- Ensure that opportunities to sponsor Council activities are publicly advertised on an annual basis;
- Prepare criteria for selection of sponsors for specific projects;
- Identify levels of sponsorship available for specific projects;
- Where sponsors are not forthcoming within a reasonable time following advertising, approach potential sponsors directly;
- Prior to advertising, develop a sponsorship proposal which includes:
 - What the activity is and its goals
 - What benefits sponsors will receive
 - Role of the sponsor
 - Levels of sponsorship available.

3. Selecting sponsorships

Council will select sponsorship for individual projects in accordance with specific documented criteria prepared by the Business Manager of the service which must be available to all potential sponsors and the public.

For sponsorship amounts greater than \$150,000 Council must adhere to Councils procurement guidelines.

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To aid the selection process, information sought from potential sponsors through Expressions of Interest will include the following:

- Background history and relationship to the City of Ryde;
- Motivation and capacity to commit to the particular sponsorship;
- Range of services/products delivered by the sponsor;
- Relationship with Council e.g. tenderer, contractor, supplier;
- Activities that are subject to regulation or inspection by Council.

In order to be accepted as sponsor of a specific project, applicants must:

- not be involved in activities, products or services that are in conflict with Council's strategic plan or policies;
- not be in breach of significant regulations or ordinances administered by Council;
- not be party to any tendering process at the time of sponsorships being sought and granted;
- accept that Council reserves the right to terminate a sponsorship agreement should the sponsor engage in any activity which Council considers to contravene Council's regulations, strategic plan or policies;

The following organisations, companies, partnerships or individuals would not be considered suitable for entering into sponsorship agreements with.

- Those who have a development application current with Council should not enter into a new sponsorship arrangement.
- Those who are in the process of negotiating a Deed, Voluntary Planning Agreement or any other commercial agreement with Council should not enter into a new sponsorship arrangement.
- Those involved in the manufacture and wholesaling of tobacco related products, pornography, gambling or addictive drugs.
- Those found guilty of illegal or improper conduct by ICAC or any other legal authority.
- Those which are involved in political fields e.g. political parties.
- Those whose services are or products are considered to be injurious to health, or are seen to be in conflict with Council's policies.

4. Monitoring and reporting sponsorship

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Where Sponsorship Agreements are entered into, those agreements will be monitored and reported by the responsible officer to the Executive Team to ensure that there is no real or apparent conflict between Council's objectives and those of the sponsor.

No Sponsorship Agreement will be entered into without the full knowledge and approval of the General Manager or delegated officer.

All Sponsorship Agreements will be reviewed annually to ensure that any significant changes in the mission/objectives of the two parties are identified and appropriately addressed.

A Sponsorship Registry will be established and maintained which identifies:

- all advertised sponsorship opportunities together with contact details for the responsible officer.
- all approved Sponsorship Agreements including parties to the agreement, dollar amount, purpose, duration and responsible officer.

All Sponsorship Agreements will be reported in Council's Annual Report.

5. Sponsorship agreements

All Sponsorship Agreements will clearly identify in a written agreement:

1. The parties to the Agreement.
2. A description of what is being sponsored.
3. The duration of the Sponsorship.
4. The amount of Sponsorship to be provided.
5. The benefits for the sponsor and Council.
6. Arrangements for payment of the Sponsorship.
7. Contact details for representatives of each party with responsibility for day to day management of the Agreement.
8. Identification of any real, potential or perceived conflicts of interest for Council personnel.
9. Any special conditions related to the Agreement.

A letter of agreement and a formal sponsorship contract will be executed for sponsorship arrangements with a value greater than \$10,000 (ex gst) for single or multi year proposals.

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6. I.C.A.C Sponsorship principles.

All sponsorship arrangements must be consistent with the following:

1. A sponsorship agreement should not impose or imply conditions that would limit, or appear to limit, a public sector agency's ability to carry out its functions fully and impartially.
2. There should be no actual conflict between the objectives and/or mission of the sponsored agency and those of the sponsor.
3. In general, a public sector agency with regulatory or inspection responsibilities should not seek, or accept sponsorship from people or organisations which are, or may be, subject to regulation or inspection by the agency during the life of the sponsorship. Where adhering to this principle would unduly limit the agency's sponsorship prospects, the agency should develop alternative strategies to ensure it can carry out its regulatory or inspection responsibilities in relation to sponsors in an open, fair, accountable and impartial manner.
4. Sponsorship of a public sector organisation or activity should not involve explicit endorsement of the sponsor or the sponsor's products.
5. Where sponsorship involves the sponsor providing a product to the agency, the agency should evaluate that product for its fitness for the purpose against objective criteria that are relevant to the agency's needs.
6. It is inappropriate for any employee of a public sector agency to receive a personal benefit from a sponsorship.
7. In most circumstances, the public interest is best served by making sponsorship opportunities widely known. To this end sponsorships should be sought and granted using broadly based, open processes that are not limited solely to invited sponsors.
8. Public sector agencies should assess sponsorship proposals against predetermined criteria which have been published in advance or which are circulated to organisations that submit an expression of interest.
9. A sponsorship arrangement is a contract and should be described in a written agreement.
10. All sponsorship arrangements must be approved by the CEO or another designated senior officer of the agency and described in the agency's annual report in a form commensurate with significance of the sponsorship.

7. Additional Guidelines

The City of Ryde will not accept sponsorships that:

- Require or imply endorsement of commercial products, services of companies or individuals.

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- Restrict access to events, products or services to the widest audience.
- Are not consistent with Councils social justice principles of equity, access, participation rights and accessibility for all groups in the community.
- That personally benefit a council employee or their families.

Council will not enter into sponsorship arrangements that do not have clear, written objectives which allow the sponsor and Council to evaluate the outcome and results of the arrangement.

Attachments

<i>Number</i>	<i>Title</i>	<i>Trim Reference</i>
1.	Form	
2.	Workflow	
3.	Other	

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