



City of Ryde

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Sponsorship Policy

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Version	Review Date	Author	Reason for Change
1.0	17 July 2012	Community Relations	Adopted by Council
1.1	9 April 2021	Communications and Engagement	Updated into new template and amended titles and departments

Sponsorship Policy		
Owner: Communications and Engagement	Accountability: Event Management	Endorsed: 17 July 2012
CM Reference: D12/69022	Last review date: April 2021	Next review date: April 2022



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Sponsorship Policy		
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1. Executive Summary

This Policy outlines how the City of Ryde manages sponsorship and sponsorship agreements without risking the perception of corruption or conflict of interest.

2. Scope

This policy applies to staff seeking sponsorship for the enhancement of existing or the establishment of new services/activities for the benefit of the community.

3. Purpose

The objective of this policy is to:

- Assess risk and manage potential/perception of corruption or conflict of interest
- Ensure accountability and transparency in decision making
- Promote opportunities for raising sponsorship opportunities and reporting
- Ensure sponsorship opportunities are fairly contested:

4. Definitions

Sponsorship	A contribution in money or kind, generally by the corporate sector or private individuals, in support of a public sector activity. It does not include the selling of exclusive advertising space that is not linked to a project/program, joint ventures, consultancies and gifts or donations where the reciprocal benefit provided by the Council does not extend beyond some modest acknowledgement.
Sponsorship Agreement	For the purpose of this document, a “Sponsorship Agreement” is considered to exist where the contribution in cash or kind offered to Council exceeds the value of \$500. Sponsorship arrangements are subject to written agreement based on this Policy.

5. Guidelines

Sponsorship accepted by City of Ryde will not influence decisions or actions by City of Ryde or appear to limit its ability to carry out its functions fully or impartially.

Staff involved in a corporate sponsorship arrangement must have no involvement in the negotiation or inspection of the sponsored organisation.

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6. Legislation

This Policy incorporates information from:

Local Government Act 1993 Section 356 (2)

Local Government (General) Regulation 2005

7. Related Policies

The following associated Policies relate to the Sponsorship Policy

ICAC Sponsorship in the Public Sector (May 2006)

The Local Government Act

City of Ryde Code of Conduct

City of Ryde Procurement

8. Review Process and Endorsement

- This policy is to be endorsed by the Executive Team and adopted by Council.
- This policy should be reviewed annually
- Edits to this policy such as titles, departments or directorate names, updates to legislation or branding updates are considered minor in nature and not required to be formally endorsed
- Substantial changes to this policy are to be endorsed by the Executive Team and adopted by Council.

9. Attachments

Title	Content Manager Reference
Procedure – Sponsorship	D14/28828

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