



City of Ryde

Lifestyle and opportunity @ your doorstep



Sponsorship Procedure

Document Version Control

Document Name:	Sponsorship Procedure
CM Reference WORD:	[Content Manager Ref]
CM Reference PDF:	D14/28828
Document Status:	Approved by General Manager / Approved by Council
Version Number:	Version 1.1
Review Date:	April 2021
Owner:	Communications and Engagement Department
Endorsed By:	Council on 17 July 2012
Distribution:	Internal and External

Change History

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 Procedure		
Owner: Communications and Engagement	Accountability: Event Management	Endorsed: 17 July 2012
CM Reference: D14/28828	Last review date: April 2021	Next review date: April 2022



Contents

1. Related Policy	4
2. Procedure	4
3. Who can be a Sponsor?	4
4. Identifying and Promoting Sponsorship Opportunities	4
5. Selecting Sponsorships	4
6. Monitoring and Reporting Sponsorship	5
7. Sponsorship Agreements.....	6
8. Sponsorship Principles	6
9. Review process and endorsement.....	7
10. Attachments.....	7

Sponsorship Procedure		
Owner: Communications and Engagement	Accountability: Event Management	Endorsed: 17 July 2012
CM Reference: D14/28828	Last review date: April 2021	Next review date: April 2022

1. Related Policy

The following Procedure relates to the Sponsorship Policy and must be adhered to in conjunction with Councils Code of Conduct and ICAC guide *Sponsorship in the Public Sector* published May 2006.

2. Procedure

This procedure outlines who can be a sponsor, identifying and promoting sponsorship opportunities, guidelines for selecting sponsorships, reporting and monitoring sponsorships, and content within sponsorship agreements.

3. 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.

4. 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; and
- 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.

5. 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 \$250,000, Council must adhere to its procurement guidelines.

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

- background history and relationship to the City of Ryde

Sponsorship Procedure		
Owner: Communications and Engagement	Accountability: Event Management	Endorsed: 17 July 2012
CM Reference: D14/28828	Last review date: April 2021	Next review date: April 2022

- motivation and capacity to commit to the particular sponsorship
- range of services / products delivered by the sponsor
- relationship with Council, for example, tenderer, contractor, supplier etc
- 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, for example, political parties; and
- those whose services and / or products are considered to be injurious to health or are seen to be in conflict with Council’s policies.

6. Monitoring and Reporting Sponsorship

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:

what is the general tone of the conversations? (i.e. Positive - friendly, supportive, communal, or Negative - competitive, argumentative)

Sponsorship Procedure		
Owner: Communications and Engagement	Accountability: Event Management	Endorsed: 17 July 2012
CM Reference: D14/28828	Last review date: April 2021	Next review date: April 2022

- 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.
- Communications and Engagement, you should obtain final approval from your Director.

7. Sponsorship Agreements

All sponsorship agreements will clearly identify in a written agreement:

- i. the parties to the agreement
- ii. a description of what is being sponsored
- iii. the duration of the sponsorship
- iv. the amount of Sponsorship to be provided
- v. the benefits for the sponsor and Council
- vi. arrangements for payment of the sponsorship
- vii. contact details for representatives of each party with responsibility for day to day management of the agreement
- viii. identification of any real, potential or perceived conflicts of interest for Council personnel
- ix. 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.

8. Sponsorship Principles

All sponsorship arrangements must be consistent with the ICAC Sponsorship principles:

- a sponsorship agreement should not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions fully and impartially
- there should be no actual conflict between the objectives and / or mission of Council and those of the sponsor
- in general, Council's 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 Council's sponsorship prospects, Council 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
- sponsorship of Council or a Council activity should not involve explicit endorsement of the sponsor or the sponsor's products
- where sponsorship involves the sponsor providing a product to Council, the City of Ryde should evaluate that product for its fitness for the purpose against objective criteria that are relevant to Council's needs

Sponsorship Procedure		
Owner: Communications and Engagement	Accountability: Event Management	Endorsed: 17 July 2012
CM Reference: D14/28828	Last review date: April 2021	Next review date: April 2022

- it is inappropriate for any employee of a public sector agency to receive a personal benefit from a sponsorship
- 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
- Council 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
- a sponsorship arrangement is a contract and should be described in a written agreement; and
- all sponsorship arrangements must be approved by the General Manager or another designated senior officer of Council and described in the City of Ryde's annual report in a form commensurate with significance of the sponsorship.

The City of Ryde will not accept sponsorships that:

- require or imply endorsement of commercial products, services of companies or individuals
- 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; and
- do not have clear, written objectives which allow the sponsor and Council to evaluate the outcome and results of the arrangement.

9. 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.

10. Attachments

Title	Content Manager Reference
Policy – Sponsorship	D12/69022

Sponsorship Procedure		
Owner: Communications and Engagement CM Reference: D14/28828	Accountability: Event Management Last review date: April 2021	Endorsed: 17 July 2012 Next review date: April 2022