

INBOUND SPONSORSHIP

Intent: To outline the objectives and approach to the securing and use of inbound sponsorship in the business of Council.

Scope: This policy applies to Councillors, all Council employees and consultants engaged by Council who seek inbound sponsorship for Council purposes.

Definitions

Sponsorship is the right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities. It involves a negotiated exchange and should result in tangible, material and mutual compensation for the principal parties to the arrangement.

PROVISIONS

Council has opportunities to enhance its image and build the profile of the region in a cost effective manner through sponsorship arrangements.

Its principal aims in seeking sponsorship are to:

- Increase access and involvement in the sponsored event or program;
- Establish strategic partnerships with other organisations; and
- inject resources, whether cash or in-kind contributions, into Council events or programs.

Council may also consider sponsorship from a business, organisation, group or individual to fund the maintenance of a Council asset or facility, or to fund the provision of services, or the naming rights of a facility. Such proposals will be considered on a case-by-case basis by the general manager of the relevant department, the Executive Team and Council.

Sponsorship arrangements will only be considered when there is alignment with objectives outlined in the Council Corporate Plan and there are benefits for the community.

Any attempt to seek incoming sponsorship for Council activities, events or programs must follow the Inbound Sponsorship Administrative Instruction (#4501658).

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This policy is to remain in force until otherwise determined by Council.

General Manager Responsible for Review:

**Human Resources and Organisational
Change**

ADOPTED: 19/11/2014

DUE FOR REVISION: 19/11/2018

REVOKED/SUPERSEDED:



**Peter Tabulo
CHIEF EXECUTIVE OFFICER**