

INCOMING SPONSORSHIP

Intent: To outline the objectives and approach to the facilitate appropriate sponsorship arrangements (financial and in-kind) with organisations for the delivery of community and economic activities that support the achievement of Council's objectives.

Scope: This policy applies to all Council employees and consultants engaged by Council who seek incoming sponsorship activities for Council purposes.

Definitions

The definition of Incoming Sponsorship is:

A contractual agreement between Council and an external sponsor. The sponsorship agreement grants the sponsor the right to associate its name, products, or service with Cairns Regional Council. It involves a negotiation of tangible and material benefits for both parties.

The nature of Incoming Sponsorship is:

- Financial or in-kind support provided by the sponsor.
- Aims for a mutually beneficial relationship through negotiated terms.

Incoming Sponsorship does not include:

- Joint ventures, consultancies, hospitality, or gifts/donations.

Provisions

Council has opportunities to enhance its image, elevate the region's profile and improve community events and activities cost-effectively through strategic sponsorship arrangements.

Policy Objectives

- The policy is designed to facilitate mutually beneficial outcomes for both Cairns Regional Council and its sponsors.
- It ensures the achievement of desired goals while adhering to Council guidelines and procedures.
- It maintains transparency and accountability at appropriate levels throughout the sponsorship process.

Key Benefits

- Image enhancement for Council
- Profile-building for the region
- Improved community events and activities for the benefit of residents.

By implementing this policy, Council aims to maximise positive impacts for the community, while upholding standards and fostering transparency in its collaborative efforts with sponsors.

Its principal aims in seeking incoming sponsorship activities are to:

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

- Maintain affordability for participants of Cairns Regional Council events, programs, activities, and facilities and add value to the overall experience
- Assist council in promoting its marketing messages through leveraging sponsors' media and distribution channels; and
- Establish a streamlined application and management process for Council and sponsors.

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 Council.

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

Any attempt to seek incoming sponsorship or promotional arrangements 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.

Director Responsible for Review:

People and Organisational Performance

ORIGINALLY ADOPTED: 19/11/2014

CURRENT ADOPTION: 28/08/2024

DUE FOR REVISION: 28/08/2028

REVOKED/SUPERSEDED:



**John Andrejic
A/CHIEF EXECUTIVE OFFICER**