

GREATER SHEPPARTON CITY COUNCIL

Policy Number 37.POL14

Sponsorship Policy

Version 1.0

Adopted by Council 20 August 2019

Business Unit:	Corporate Governance
Responsible Officer:	Team Leader Governance
Approved By:	Chief Executive Officer
Next Review:	Within six months of a General Election

DOCUMENT REVISIONS

Version #	Summary of Changes	Date Adopted
1	Policy Adopted	20 August 2019

Sponsorship Policy

PURPOSE

This policy has been developed to ensure a fair, consistent and transparent approach is undertaken when assessing applications for sponsorship, both from individuals and groups.

Council is committed to supporting sponsorship requests which have clear community benefits, support the local economy, enhance the social, cultural and environmental pursuits of the community and uphold the Council's values.

OBJECTIVE

This policy aims to meet the following objectives:

- Develop a framework to assess and evaluate each sponsorship request.
- Ensure a consistent and unbiased approach is applied to all requests.
- Provide guidance on how repeated requests are to be managed.
- Outline Councils requirements in relation to legislative compliance and acquittals.

SCOPE

This policy applies to all written applications for sponsorship which do not fit the criteria for Councils SmartyGrant Applications.

Events which the CEO considers to have significant economic or tourism potential will not be considered under this policy, but will instead be referred to the Manager Major Events and Promotions for separate evaluation and briefing to the Council.

POLICY

1. Funding Sources and Availability

All applications, in the first instance, will be considered for their suitability for Councils SmartyGrant applications, coordinated by Councils Grants Officer.

If ineligible to meet the criteria of any available Grants, applications may be considered for sponsorship.

The Council allocates a finite budget amount for the provision of sponsorship, and reserves the right to refuse requests which may otherwise comply with this policy, should the funds be exhausted prior to the end of the financial year.

2. Sponsorship of Individuals

a. Evaluation Criteria

Requests for sponsorship which are received from individuals will be considered by the CEO against the following criteria:

- Sponsorship will only be considered for individuals selected for State, National or International representation in their field of expertise.
- Sponsorship will not be considered for an individual who earns money as a professional from the field of expertise for which they represent.
- Sponsorship will only be provided to individuals of 20 years age and under, to encourage youth participation and development in a wide range of endeavours.

b. Sponsorship Amount

The maximum amount of sponsorship which can be approved by the CEO is \$500. Any request exceeding this amount may be referred to Council for consideration.

c. Approval Process

The applicant will be informed in writing to advise whether their request has been approved or refused. This letter will be signed by the CEO.

Where the CEO is unable to make a determination under these Guidelines, the request for sponsorship will be referred to the Council for consideration.

3. Sponsorship of Groups or Events

a. Evaluation Criteria

All requests received by the Council to sponsor groups or events, whether they are of a community or commercial nature, will be considered by the CEO against the following criteria:

- What are the demographics of the audience?
- What are the promotional opportunities?
- What are the benefits to the community?
- What is the opportunity for networking with sponsors and guests?
- What is the impact on tourism in Greater Shepparton?
- How does the sponsorship link to the Council Plan and 2030 Strategy?
- Is there an opportunity to build an ongoing relationship?

b. Sponsorship Amount

The maximum amount of sponsorship which can be approved by the CEO is \$500. Any request exceeding this amount may be referred to Council for resolution.

c. Approval Process

The applicant will be informed in writing to advise whether their request for sponsorship has been approved or refused. This letter will be signed by the CEO.

Where the CEO is unable to make a determination under these Guidelines, the request for sponsorship will be referred to the Council for consideration.

4. Repeated Requests for Sponsorship

Council may receive sponsorship requests from individuals or groups who have previously been provided sponsorship through this funding stream.

To ensure the fair and equitable distribution of sponsorship funding, the CEO may at his or her discretion, refuse sponsorship for requests of this nature, where the applicant has previously been a recipient of sponsorship in the previous 3 years.

5. Sponsorship Register

The Executive Assistant to the Chief Executive Officer is responsible for maintaining a Sponsorship Register which contains the details of current and past sponsorship applications which have been approved under this policy.

This register forms part of the 'Documents to be made available for public inspection', which is a legislative requirement under Section 12(d) of the *Local Government (General) Regulations 2015*.

6. Acquittal Process

Council acknowledges that applicants for sponsorship often require the funding in advance to enable the purchase of flights, accommodation or other related expenses which support the sponsorship cause.

To ensure the sponsorship funds provided have been expended for the purpose outlined in the request, an acquittal form must be completed, in addition to the supply of relevant supporting evidence such as a tax invoice, attendance record or similar.

The acquittal form, including supporting evidence, must be completed and returned to Council within 30 days of the event / function being held, or where the sponsorship involved international travel, within 30 days of returning to Australia.

If the applicant fails to complete the required acquittal process in the manner prescribed, the CEO may prohibit the applicant from any future Council sponsorship under this Policy.

RELATED POLICIES AND CORPORATE PROCEDURES

- Grant Distribution Policy 43.POL1
- Applying for External Grant Funding 43.CEOD2

RELATED LEGISLATION

- Local Government (General) Regulations 2015

REVIEW

The Team Leader Governance will review this policy every four years, within six months of a General Election. Proposed changes will be presented to Council for consideration.



Peter Harriott
Chief Executive Officer

17/9/2019
Date

ATTACHMENTS

Attachment 1: Acquittal Form