

## Sponsorship policy

<b>Title</b>	Sponsorship Policy
<b>Summary</b>	This policy informs Council officials – including Councillors, staff, contractors and volunteers – of principles, guidelines, processes and issues relating to sponsorship.
<b>Background</b>	<p>Inner West Council provides a wide range of services, activities and events to the community, some of which may be suitable for sponsorship in order to enhance or reduce the cost of these activities.</p> <p>This policy sets out principles and guidelines for both seeking and providing sponsorship of Inner West Council activities by individuals, organisations and corporations external to Council, including clubs and community groups. It also covers the provision of sponsorship by Council to external parties.</p> <p>This policy is linked to Council’s Risk Management Framework.</p> <p>Sponsorship can be mutually beneficial to both Council and the sponsor. Council's sponsorship arrangements should benefit the community, and assist Council in providing services and programs to its community.</p> <p>However, Council must ensure that all sponsorship arrangements are transparent, comply with Council’s Code of Conduct and other policies, and do not limit Council's ability to carry out its functions fully or impartially.</p> <p>This policy recognises that sponsorship may be beneficial in some cases and not in others. The benefits of sponsorship should be balanced against potential risks, including:</p> <ul style="list-style-type: none"> <li>• The perception that Council may expose itself to improper influence from private individuals, organisations or companies; and</li> <li>• Potential sponsors assuming that they have an entitlement to exercise influence over Council’s operations for their own advantage.</li> </ul> <p>This sponsorship policy applies to Inner West Council officials and provides the steps they must follow when seeking to obtain or provide sponsorship.</p>
<b>Policy Type</b>	Council
<b>Relevant Strategic Plan Objective</b>	<ul style="list-style-type: none"> <li>• Inform Council officials of probity issues relating to sponsorship;</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure sponsorship is sought, received and carried out ethically;</li> <li>• Reduce the risk of corrupt conduct, or the appearance of corrupt conduct, in relation to sponsorship;</li> <li>• Ensure a consistent and transparent approach is taken to sponsorship across the organisation; and</li> <li>• Protect and enhance the reputation of Council.</li> </ul>
<b>Relevant Council References</b>	<p>Related documents and policies:</p> <ul style="list-style-type: none"> <li>• Public Access to Information Policy;</li> <li>• Public Interest Disclosures Policy;</li> <li>• Independent Commission Against Corruption's (ICAC) guide to <i>Sponsorship in the public sector 2006</i>;</li> <li>• Risk Management Framework; and</li> <li>• Council's Code of Conduct.</li> </ul>
<b>Main Legislative Or Regulatory Reference</b>	<ul style="list-style-type: none"> <li>• <i>Government Information (Public Access) Act 2009 (GIPA Act)</i>;</li> <li>• <i>Local Government Act 1993</i>;</li> <li>• <i>Independent Commission Against Corruption Act</i>;</li> <li>• <i>Anti-Discrimination Act 1977 NSW</i>; and</li> <li>• <i>State Records Act 1998</i>.</li> </ul>
<b>Applicable Delegation Of Authority</b>	As per delegations' register
<b>Attachments</b>	<p><b>Sponsorship templates:</b></p> <ol style="list-style-type: none"> <li><b>Sponsorship proposal</b></li> <li><b>Sponsorship agreement</b></li> <li><b>Approvals process checklist including conflict of interest declaration and statement of business ethics</b></li> <li><b>Sponsorship register</b></li> </ol>
<b>Record Notes</b>	
<b>Version Control</b>	See last page

<b>Document:</b>	Policy	<i>Uncontrolled Copy When Printed</i>	
<b>Custodian:</b>	Sponsorship Policy	<b>Version #</b>	Version # 1
<b>Approved By:</b>	Director City Living	<b>ECM No.</b>	33927713
<b>Adopted By:</b>	Council	<b>Publish Location</b>	Intranet/ Internet
<b>Adopted Date and Minute #:</b>	21/08/2018 - C0818 (2)	<b>Next Review Date</b>	21/08/2020

## 1 Purpose

This sponsorship policy applies to Inner West Council officials and provides the steps they must follow when seeking to obtain or provide sponsorship.

## 2 Definition of sponsorship

Sponsorship is a commercial arrangement in which a sponsor provides a contribution of money or in kind support for an activity in return for certain specified benefits to the sponsor.

Sponsorship can be provided by the corporate sector, the public sector or private individuals.

For the purpose of this policy, sponsorship comprises:

- Sponsorship of Inner West Council activities by individuals, organisations and companies external to Council, including clubs and community groups; and
- Council sponsorship of organisations, activities and events external to Council.

Sponsorship does not include grants received by Council or donations made to Council; the selling of advertising space; joint ventures; consultancies; or unconditional gifts, donations, bequests or endowments.

## 2 Sponsorship principles

Consideration and assessment by Council of sponsorship proposals should have regard to the following principles, which have been informed by ICAC's guiding principles for sponsorship arrangements.

These principles aim to ensure sponsorship is sought, received and carried out ethically, lawfully and transparently to reduce the risk of corrupt conduct, or the appearance of corrupt conduct.

### *Principles for seeking sponsorship*

a) A sponsorship agreement will not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions legally, fully and impartially.

b) Council (as a regulatory authority) will not seek or accept sponsorship from people or organisations whose involvement in a sponsorship arrangement could compromise or be seen or perceived to compromise Council's ability to exercise its regulatory and planning functions.

c) Council will ensure that officials involved in the negotiation of the sponsorship have no involvement in the regulation or inspection of the relevant party. All regulations and inspections will be conducted in an open, fair, accountable and impartial manner.

d) Council will not seek or accept sponsorship from people or organisations who are, or are perceived to be, of a nature that is inconsistent with Council's values or policies, may adversely affect Council's public image or reputation, or otherwise present a conflict of interest.

e) In making a decision either to accept or not accept sponsorship, Council will weigh up the best interests of the public, public accountability, public perceptions and the potential risks

against any potential benefits. Council's Risk Management Framework provides a mechanism by which risks may be assessed and managed, through being captured and rated in a risk register, and identifying controls.

f) It is preferable that there be compatibility between the sponsored activity and the sponsor, such as a sporting event being sponsored by an organisation related to sport.

g) Council officials are not permitted to derive a personal benefit from a sponsorship arrangement.

h) Council will advertise and promote sponsorship opportunities in a way that does not confer or imply an unfair advantage to some potential sponsors.

i) Sponsorships are only to be pursued if the time and resources used to obtain it do not exceed the value of the sponsorship.

j) Sponsorship benefits for the sponsor must not outweigh the benefits to Council, and the level of recognition and benefits available to sponsors must be commensurate to the scale of the sponsorship.

k) Where sponsorship involves the provision of a sponsor's product, Council will evaluate the product for its fitness for the stated purpose against relevant and objective operational criteria through a risk assessment process. Council should not support exclusive use of the sponsors' product.

l) All sponsorship arrangements entered into by Council must be formalised in a written agreement. A template is provided in *Attachment One* of this policy.

m) All sponsorship arrangements must be approved in writing by the relevant Group Manager, General Manager and/or Council, as set out in this policy. There is a two person approvals process to foster transparency. An outlined approvals process is provided as an attachment to this policy.

n) Each sponsorship proposal will be assessed on an individual basis and no ongoing sponsorship beyond the terms set out in the arrangement should be implied or assumed.

#### *Principles for the provision of sponsorship by Council*

a) There must be no real or apparent conflict between the objectives and mission of the sponsorship recipient and Council.

b) The opportunity for provision of sponsorship by Council should be made as widely known as possible, with any costs of advertising or promoting sponsorship to be balanced against the potential benefits.

c) Council officials are not permitted to derive a personal benefit from a sponsorship arrangement.

d) The level of recognition and benefits available to Council as a sponsor must be commensurate to the scale of the sponsorship.

e) Council officials must be made aware of all other sponsors involved in the project to ensure they align with Council's involvement and objectives. The relevant Council official will seek a list of sponsors prior to formalising any sponsorship agreement.

f) All sponsorship arrangements entered into by Council must be formalised in a written agreement. A template is provided in Attachment One of this policy.

g) Council officials must monitor sponsorship arrangements to ensure the promised sponsor benefits are delivered. Sufficient and timely information must be provided by the sponsored organisation to enable Council to evaluate the sponsorship.

h) Each sponsorship proposal will be assessed on an individual basis and no ongoing sponsorship beyond the terms set out in the arrangement should be implied or assumed.

### **3 Appropriate external sponsorship arrangements**

Council will generally only accept sponsorship for short term activities or programs such as:

- Events and festivals;
- Community development and cultural activities and programs of a limited time period;
- Public conferences, seminars and workshops;
- Community or industry awards;
- Environmental projects;
- Community awareness campaigns; and
- Education or recreation programs.

The following types of activities are generally not suitable to receive sponsorship:

- Ongoing services and activities of Council, whether undertaken by Council officers, volunteers, committees or other groups;
- Buildings, facilities, parks or other assets; and
- Regular publications such as newsletters.

The following types of sponsorship are considered acceptable:

- Provision of funding;
- Provision of goods, services or vouchers (in kind support); and/or
- Provision of discounts.

### **4 Restrictions**

Council will not accept sponsorship from organisations or related parties that are:

- Involved in any current planning, regulatory or legal matter involving Council, or if it is reasonably known that such matters are likely to arise in the foreseeable future (e.g. developers with a Development Application before Council);
- Involved in political fields (e.g. political parties);
- Involved in or associated with products or services related to tobacco, pornography or firearms;
- Involved in commercial alcohol products or services, unless the business is based in Council's Local Government Area and can demonstrate a considerable contribution to the community;
- Involved in gambling products or services, unless the business is based in Council's Local Government Area and can demonstrate a considerable contribution to the community; and/or
- Otherwise perceived to be of a nature that is inconsistent with Council's values and policies or may adversely affect Council's public image or reputation.

- Every sponsorship proposal will be assessed against the possibility of a conflict of interest and, in particular, may be refused or terminated in any case where, during the life of the sponsorship, the sponsor or related party:
- Has a current development application or planning matter before Council, or Council is aware of the possibility of an application or matter coming before the Council in the near future;
- Is, or is likely to be, subject to regulation or inspection by the Council which may impose conditions; or
- Where the sponsorship may limit Council's ability to carry out its functions fully and impartially or may be perceived to do so.
- Related parties may include, but are not limited to, management, board or committee members of organisations.

## **5 Approvals for sponsorship**

The below approval amounts relate to the financial delegations Council has in place.

### *Sponsorship requiring Group Manager approval*

Sponsorships where the value of funding or in kind support to/from Council is up to \$150,000, and is for a sponsorship period of one month or less, may be approved by the relevant Group Manager.

### *Sponsorship requiring Deputy General Manager approval*

Sponsorships where the value of funding or in kind support to/from Council is between \$150,000 and \$250,000, and is for a sponsorship period of one month or less, may be approved by the relevant Deputy General Manager.

### *Sponsorship requiring General Manager approval*

Sponsorships where the value of funding or in kind support to/from Council is more than \$250,000, and is for a sponsorship period of one month or less, may be approved by the General Manager.

### *Sponsorship requiring Council approval*

Sponsorships for a period of one month or more must be approved by Council. Council must also approve any sponsorship proposals involving naming rights.

### *Sign off process*

A two person sign off process is required, whereby the relevant Council official will make a recommendation and the appropriate Group Manager, Deputy General Manager, General Manager or Council will approve. The responsible Council official/s should make the authoriser aware of any potential issues when seeking authorisation, referring to the principles outlined in Section 2 of this policy. A template is provided in *Attachment One* of this policy.

## **6 Process for seeking external sponsorship**

Inner West Council may seek financial and/or in kind sponsorship from organisations, companies or individuals to support specific projects or events.

Sponsorship opportunities should be promoted widely and not limited to invited sponsors. However, it is recognised that it may not always be reasonable or practical to expect extensive processes to be undertaken for lower value sponsorships, or if the potential pool of sponsors is small or specialised. If wide promotion is not undertaken, the reasons for this should be clearly documented and approved by the relevant Group Manager prior to promotion.

Individual sponsorship opportunities shall be promoted in a way commensurate to the scope and value of the sponsorship.

For sponsorships where the value of funding or in kind support to Council is \$10,000 or less, it should be noted that advertising is preferable but Council may seek or accept sponsorship by dealing directly with potential sponsors should the alternative not be cost effective. Council's sponsorship register may be referred to in the process of identifying potential sponsors.

Sponsorships for amounts between \$10,000 and \$20,000 must be sought via advertising in the public domain.

Sponsorships for amounts greater than \$20,000 must be sought via an advertised or tender process.

Any requests from organisations or individuals seeking sponsorship made directly to Councillors should be directed to the relevant Council official.

## **7 Process for assessing external sponsorship**

Existing sponsorship relationships or ongoing sponsorship support that was already in place prior to the development of this policy should be reviewed annually by at least two people for transparency purposes: the relevant Group Manager and Deputy General Manager. Sponsorship proposals must be assessed against the below predetermined and publicly available criteria:

- The sponsoring organisation must be compatible with Council's values and strategic objectives;
- The sponsoring organisation must agree to the sponsorship benefits offered;
- The sponsoring organisation must not be involved in conflict or conflict of interest with Council;
- The sponsoring organisation must be seen to have the capacity to fulfil its sponsorship obligations;
- The sponsorship arrangement must benefit both parties; and
- The sponsorship agreement must adhere to Council's sponsorship policy.

A sponsorship proposal template is included as an attachment to this policy.

Council must ensure that sufficient resources are available to enable the promised sponsor benefits to be delivered. Sufficient and timely information must also be provided to the sponsor to enable them to evaluate the sponsorship.

## **8 Process for providing sponsorship**

Council also has the facility to sponsor other organisations and/or their associated activities either financially and/or in kind, including, but not limited to:

- Events;
- Environmental projects;
- Community development and cultural programs and activities;
- Publications; and
- Fundraisers (e.g. raffles and auctions).

Sponsorship proposals received by Council must be assessed against Council's strategic objectives and Council's policies. Council's sponsorship of the project must align with Council's objectives as set out in the Community Strategic Plan and Delivery Program.

Sponsorship proposals must be assessed against the below predetermined and publicly available criteria:

- The organisation seeking sponsorship must be a charity or community based;
- The organisation seeking sponsorship must be compatible with Council's values;
- The project or activity being sponsored must have local impact in the Inner West local government area;
- The organisation seeking sponsorship must offer tangible benefits to Council in return for sponsorship;
- The organisation seeking sponsorship must not be actively involved in conflict or conflict of interest with Council;
- The organisation seeking sponsorship must be seen to have the capacity to fulfil its sponsorship obligations;
- The sponsorship arrangement must benefit both parties; and
- The sponsorship agreement must adhere to Council's sponsorship policy.

Where there are other sponsoring organisations alongside Inner West Council, these other organisations should not be inconsistent with Council's values and policies, adversely affect Council's public image or reputation, or otherwise present a conflict of interest.

A sponsorship proposal template is provided in *Attachment One* of this policy.

## **9 Acknowledgement and benefits**

Acknowledgement and sponsorship benefits should be commensurate with the sponsorship contribution made and the scope of the event, activity or project. For example, a sponsorship arrangement valued at \$500 may entitle the sponsorship organisation to recognition on a promotional flyer, whereas a sponsorship arrangement valued at \$5,000 may entitle the sponsorship organisation to have their logo included on all promotional material, advertising and signage.

The following benefits are considered acceptable, subject to a written agreement:

- Use of event facilities which may include hospitality, preferential seats, opportunity to speak or participate at an event; and
- Display or merchandising of goods or other material.

The following forms of recognition/acknowledgment are considered acceptable, subject to a written agreement:



- Inclusion of sponsor's branding/name/logo on collateral such as signage, banners, posters, brochures, advertisements and website;
- Defined, limited use of Council's branding/name/logo by the sponsor, subject to approval by a Council official as part of the sponsorship agreement;
- Media or promotional opportunities, such as acknowledgement in Council media releases relating to the event or project;
- Verbal acknowledgement at an event or activity by master of ceremonies or other speakers;
- Formal letter from Council acknowledging the sponsor's valuable contribution; and
- Naming rights in exceptional circumstances and if approved by Council.

As with all signage and other communications and marketing material, approval must be sought from the Communications team where appropriate.

## **10 Reporting requirements: sponsorship proposals, agreements and register**

All sponsorship arrangements need to be appropriately documented, through sponsorship proposals, sponsorship agreements and a sponsorship register.

### *Sponsorship proposal*

The sponsorship proposal must outline:

- Type of event or project;
- Target audience;
- Promotion which will be undertaken;
- Potential benefits to sponsors and alignment to Council's strategic objectives through the Community Strategic Plan and/or Delivery Plan;
- An outline of the general benefits of sponsorship, including promotion;
- Expected sponsorship contribution and the form in which this will take (cash or in-kind), including explanation of GST and its implication for sponsorship;
- Conditions of sponsorship;
- Period/timeframe of sponsorship; and
- Payment strategy.

### *Sponsorship agreement*

A sponsorship agreement must be documented in a signed written contract confirming the benefits for both parties. The form this takes will depend on the value of and complexity of the sponsorship arrangement. A template is provided is *Attachment One* of this policy.

For sponsorships with a value of more than \$5,000, arrangements will be documented in a formal written agreement.

For sponsorships with a value of \$5,000 or less, the agreement may be by an exchange of letters or written agreement.

All sponsorships must be monitored by the relevant Council official throughout the term of the sponsorship to ensure that the expectations of Council and the sponsor are met. If the conditions of the sponsorship agreement are not met, it may be terminated as per Section 4 of this policy. Sponsors should be given timely and appropriate information in writing on the results of the event or project in order to evaluate their association with Council.

### *Sponsorship register*

Council will keep a register of all sponsorship agreements on the Reports and Registers page of its website, outlining sponsorship opportunities and agreements, the event or project which the sponsorship covers, the sponsor/organisation's details and contribution to or from Council. It is the responsibility of Council officials to keep this up to date as required.

Information about the full nature and extent of sponsorship agreements may be made available to the public upon request.

### **11 Breaches of this policy**

Breaches of this policy may result in disciplinary action and/or revocation of the sponsorship. If a crime is alleged it will be referred to the police, and if corruption is alleged it will be referred to ICAC.

### **12 Policy review**

This policy will be reviewed regularly as required and may change at any time, subject to a Council resolution.

## **ATTACHMENT ONE**

### **Sponsorship templates:**

- e) Sponsorship proposal**
- f) Sponsorship agreement**
- g) Approvals process checklist including conflict of interest declaration and statement of business ethics**
- h) Sponsorship register**

## A. Sponsorship proposal



[recipient name and address]

[date]

Dear [name],

I write regarding any interest [business/organisation name] may have in supporting Inner West Council's [event/program/activity] on [date].

[Provide details of Inner West Council event/program/activity including target audience.]

*E.g.*

### ***Introduction to Inner West Council's Major Events Program***

*The Inner West local government area is distinctive. It is known for its colour, character and community, all of which are showcased in a comprehensive calendar of community events each year. Every year, Inner West Council presents a variety of community focused festivals and events that feature a wide variety of cultures, performers, artists and businesses from the area and surrounds.*

*Council's event program is recognised as one of the most comprehensive and effective cultural animation programs in Sydney, serving to foster and promote the Inner West's unique cultural identity while providing important opportunities for belonging and celebration.*

*Inner West Council is proud to present a series of major events each financial year for local business sponsorship consideration.*

### **Sponsorship proposal**

This proposal for the [event/program/activity] contains:

- An outline of the benefits of sponsorship, including promotion
- Expected sponsorship contribution and the form in which this will take (cash or in-kind), including explanation of GST and its implication for sponsorship;
- Conditions of sponsorship;
- Period/timeframe of sponsorship; and
- Payment strategy.

### **Benefits of sponsorship**

E.g.

*Sponsoring a community event is not only a financial decision, but an opportunity to enhance your business reputation by:*

- *Raising your business profile at a lesser cost than own advertising*
- *Increasing awareness of your brand among a diverse range of event attendees*
- *Establishing goodwill within the community by being identified as a good corporate citizen*
- *Engage with existing customers and potential new customers through direct access to thousands of participants at every event*
- *Building trust in your brand beyond advertising and traditional marketing*
- *Differentiating your company from competitors*
- *Providing an opportunity to present or demonstrate your products and/ or services at the event*

### **Sponsorship features and value comparisons**

[Sponsorship values and associated benefits are listed here, with any required caveats]

E.g.

<b>Event</b>	<b>Principal Sponsor</b>	<b>Major Sponsor</b>	<b>Sponsor</b>	<b>Supporter</b>
<b><i>Dulwich Hill Village Fair</i></b>	\$5,000 ex GST	\$3,000 ex GST	\$2,000 ex GST	\$1,000 ex GST

<b>Benefit</b>	<b>Sponsor</b>	<b>Supporter</b>
Company logo on all promotional material – 10,000 flyers, 300 posters	✓	✓
Business name acknowledgement on any other promotional material (excluding above)	✓	✓
Acknowledgement in radio advertising (where possible)	✓	
Acknowledgement in all media releases	✓	✓
Logo on Council website with link	✓	✓
Business name acknowledgement/link on Council website	✓	
Logo acknowledgement on social network pages	✓	✓
Business name acknowledgement on social network pages		
Opportunity to work with the Events team on innovative ideas to maximise business exposure	✓	✓

Covered 6m x 3m marquee or equivalent space	✓	
Covered 2.4m x 2.4m fete stall or equivalent space		✓
Banner placement on Main Stage or Kids' Play Park*	✓	✓
Branded shade cover in the Kids' Play Park	✓	
Acknowledgement at the Official Welcome	✓	✓
Scripted acknowledgements on stage by MC	✓	✓
Mentions of support by MC		
Logo acknowledgement on program display boards	✓	✓
Name acknowledgement on program display boards		
Official Certificate of Appreciation	✓	
Thanks and acknowledgement on social network pages	✓	✓
Acknowledgement in Council newsletter **	✓	✓

\* Number of banners and positioning is dependent on number of stages and level of sponsorship

\*\* May occur either pre or post event dependant on newsletter deadlines

### **Suggested support from your organisation**

*E.g.*

*Understanding the [organisation] already supports other valuable projects within the community, we would suggest the following support:*

***Principal Sponsor – \$5000.00 excl. GST or Major Sponsor – \$3000.00 excl. GST***

*This sponsorship will assist us in covering the costs associated with providing a main stage entertainment program reflective of the cultural diversity of the area or the program in the Kids Play Park which includes an entertainment program, jumping castle, outdoor games and face painting within the Dulwich Hill Village Fair precinct.*

### **Conditions of sponsorship**

[List relevant conditions here]

### **Timeframe**

[List timeframe here]

### **Payment details**

[List payment details here]

Please don't hesitate to contact me should you require any further information.

Yours sincerely,

[Council official name, title and contact details]

## B. Sponsorship agreement



[document reference number]

[recipient name and address]

[date]

Dear [name],

### [event/program/activity name]

Thank you for agreeing to be a Sponsor for the [event/program/activity]. Inner West Council values the ongoing relationship with local businesses and community organisations and we are delighted to have the support of [business/organisation name] for this [event/program/activity].

As the Sponsor, Inner West Council offers [business/organisation name] the following sponsorship benefits:

*E.g.*

- **Company logo** on all promotional material including
  - Flyers promoting [event/program/activity] (quantity of 10,000)
  - Posters promoting [event/program/activity] (quantity of 300)
- **Business name** on Inner West Council website (link to program);
- Acknowledgement on media releases
- **Company logo acknowledged** as sponsor on [event/program/activity] promotional material;
- One, 2.4m x 2.4m fete stall or equivalent space for your promotional use with the opportunity to distribute promotional material;
- Scripted acknowledgements by MCs on all entertainment stages throughout the event;
- Logo acknowledgment on the Festival's program display boards listing running orders on the day;
- Acknowledgment at the Official Welcome;
- Business name acknowledgement and thank you on Council's digital and social media,

including Facebook and e-newsletters; and

- Opportunity to work with Council to develop innovative ideas to maximise business exposure.

In return for these benefits, [business/organisation name] agrees to provide cash sponsorship of \$[amount] + GST.

Please sign a copy of this letter signalling your agreement, and return at your convenience.

Once again, thank you for your support of the [event/program/activity].

Should you have any queries, please don't hesitate to contact me on [phone/email].

Yours sincerely,

.....

[Council official name and title]

Signed in agreement:

\_\_\_\_\_

[recipient name]

on behalf of [business/organisation name]

\_\_\_\_\_

Date



### **C. Approvals process checklist including conflict of interest declaration and statement of business ethics**

- Compatible with Council's values and strategic objectives
- Sponsor agrees to benefits offered
- Sponsor or related parties not involved in conflict or conflict of interest with Council
- Sponsor or related parties do not have current or proposed planning, regulatory or legal matter (including development applications) before Council
- Sponsor not involved in political fields
- Sponsor not involved in or associated with products or services related to tobacco, pornography or firearms
- Sponsor not involved in commercial alcohol products or services, unless the business is based in Council's Local Government Area and makes a considerable contribution to the community
- Sponsor has capacity to fulfil its sponsorship obligations
- Sponsorship arrangement benefits both parties
- Sponsorship agreement adheres to Council's sponsorship policy
- List of other sponsors provided

### **CONFLICT OF INTEREST DECLARATION**

(Insert name) and the company I represent (Company name) and the company's directors, shareholders, officers and employees:

1. Have not offered, or given and will not offer or give, any financial reward or other inducement of any kind to any Council officers and/or Councillors, with respect to any of my dealings in relation to this Sponsorship.
2. Are not in any way connected with and do not have any actual or potential conflict of interest with any Council staff member or Councillor (whether employed on a permanent, casual or contractual basis).
3. Have not fixed or adjusted the amount of the Sponsorship by or under or in accordance with any agreement or arrangement with any other person.
4. I have read and understand the concept of conflict of interest and collusive Sponsorship as set out on the following page of this form.

I understand and accept that the Council reserves the right to terminate any contract, transaction or agreement that Council may enter into with me or the above mentioned company as a result of this Sponsorship, should it subsequently be shown that I have failed to disclose herein any matter or contravene any statement relevant to this declaration. I also accept Inner West Council's right to reject any future Sponsorships from the above mentioned company, or me if I am shown to have made any false declaration herein or otherwise.

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(name of person making  
declaration)

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(name of witness)

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(signature)

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(signature of witness)

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(date)

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(date)

**STATEMENT OF BUSINESS ETHICS**

Council’s Statement of Business Ethics provides an outline of the ethical framework within which Council operates. It reinforces Council’s values for conducting business as well as stating what Council expects from its business partners.

As a prospective business partner, it is a requirement that you have reviewed Council’s statement of business ethics and understand the need to abide by it when conducting business with, or on behalf of, Council.

**DECLARATION**

I.....of.....

(name and position of person making declaration) (name of firm, company, partnership, corporation, association, or other organisation or entity)

have reviewed Council’s Statement of Business Ethics and declare that

.....

(name of firm, company, partnership, corporation, association, or other organisation or entity)

and any parent, subsidiary or franchisee of

.....

(name of firm, company, partnership, corporation, association, or other organisation or entity)

agree to abide by the principles contained therein.

**D. Sponsorship register**

Sponsor organisation:

\_\_\_\_\_

Name of signatory:

\_\_\_\_\_

Position:

\_\_\_\_\_

Signature:

\_\_\_\_\_

Date:

*Sponsorship opportunities*

<b>Event/program/activity</b>	<b>Type of sponsorship</b>	<b>Value</b>	<b>Closing date</b>	<b>Contact</b>
E.g. Marrickville Festival	E.g. Funding, in kind support	E.g. \$5,000	E.g. 30 June 2018	E.g. Relevant Council official email address/phone number

*Sponsorship agreements – external sponsorship*

<b>Event/program/activity</b>	<b>Type of sponsorship</b>	<b>Value</b>	<b>Date of agreement</b>
E.g. Marrickville Festival	E.g. Funding, in kind support	E.g. \$5,000	E.g. 1-21 October 2018

*Sponsorship agreements – provision of sponsorship*

<b>Organisation</b>	<b>Type of sponsorship</b>	<b>Value</b>	<b>Date of agreement</b>
E.g. Newtown Neighbourhood Centre	E.g. In kind support – aquatic centre membership for raffle	E.g. \$500	E.g. 30 June 2018

\* The above will be listed on the Reports and Registers page of Council's website

**Version Control - POLICY HISTORY:**

*Governance Use only:*

<b>Ver sion</b>	<b>Amended By</b>	<b>Changes Made</b>	<b>Date</b>	<b>ECM No.</b>
1	Director City Living	New policy	November 2018	33927713
2				