

Sponsorship Policy

V3



Title	Sponsorship Policy
Summary	This policy informs Council officials – including Councillors, staff, contractors, and volunteers – of principles, guidelines, processes, and issues relating to sponsorship.
Document Type	Policy
Relevant Strategic Plan Objective	• Strategic Direction 2: Liveable, connected neighbourhoods and transport. • Strategic Direction 3: Creative communities and a strong economy • Strategic Direction 5: Progressive responsive and effective civic leadership.
Legislative Reference	• <i>Local Government Act 1993</i> • <i>Government Information (Public Access) Act 2009 (GIPA ACT)</i> • <i>Independent Commission Against Corruption Act</i> • <i>Anti-Discrimination Act 1977 NSW</i> • <i>State Records Act</i>
Related Council Documents	• <i>Code of Conduct</i> • <i>Public Access to Information Policy</i> • <i>Public Interest Disclosure Policy</i> • <i>Independent Commission Against Corruption's (ICAC) guide to Sponsorship in the public sector 2006</i> • <i>Risk Management Framework</i>
Version Control	See last page

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1 Purpose

This sponsorship policy provides the steps to be followed when seeking to obtain or provide sponsorship.

2 Scope

This policy applies to all Council staff and Councillors involved in the procurement or provision of sponsorship.

3 Definitions

In the Sponsorship Policy, the following terms have the following meanings:

Term	Meaning
Sponsorship	Sponsorship is a commercial arrangement in which a sponsor provides a contribution of money or in-kind support in return for certain specified benefits to the sponsor. Sponsorship does not include grants or donations; the selling of advertising space; joint ventures; consultancies; or unconditional gifts, donations, bequests, or endowments.

4 Statement

Sponsorship can relate to Council providing support to organisations upon request or it can also involve the procurement of sponsorship to support Council activities.

Sponsorship arrangements should benefit the community and assist Council in providing services and programs to the community. 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.

Some potential risks around sponsorship include:

- The perception that Council may expose itself to improper influence from private individuals, organisations, or companies; and
- Potential sponsors assuming that they have an entitlement to exercise influence over Council's operations for their own advantage.

This policy is linked to Council's Risk Management Framework.

5 Sponsorship Principles

Sponsorship arrangements should address the following guiding principles. 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.

- a) There must be no real or apparent conflict between the objectives and mission of the sponsorship recipient and Council.
- b) 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.
- c) 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.
- d) Council will ensure that officials involved in the negotiation of the sponsorship have no involvement in the regulation or inspection of the relevant sponsor. All regulations and inspections will be conducted in an open, fair, accountable, and impartial manner.
- e) 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.
- f) Council will not seek or accept sponsorship from people or organisations that fail to provide appropriate remuneration to people with disability, including those that pay a sub-minimum wage to such workers.
- g) 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, by capturing risk and rating in a risk register, and identifying controls.
- h) Council officials are not permitted to derive personal benefit from a sponsorship arrangement.
- i) 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.
- j) 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 sponsor's product.
- k) All sponsorship arrangements entered into by Council must be formalised in a written agreement. A template is provided in Attachment One of this policy.

- l) All sponsorship arrangements must be approved by staff with the relevant financial delegation as set out in this policy.
- m) 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.
- n) Council officials must be made aware of all other sponsors involved in a project to ensure they align with Council's involvement and objectives. The relevant Council staff will seek a list of sponsors in writing from the potential recipient, prior to formalising any sponsorship agreement.
- o) 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.

6 Acceptable Types of Sponsorship Activities

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.

Activities deemed acceptable for sponsorship include:

- 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 and regular 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.

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

- 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
- Employers of people with disability that fail to provide appropriate remuneration to people with disability including those that pay a sub-minimum wage to such workers
- Non-compliant with employment and anti-discrimination legislation; 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.

7 Approvals for sponsorship

Sponsorship requiring Manager approval

Sponsorships where the value of funding or in-kind support to/from Council is up to \$10,000, may be approved by the relevant Manager. Managers should inform the relevant Director of any sponsorship arrangements being committed to.

Sponsorship requiring Director approval

Sponsorships where the value of funding or in-kind support to/from Council is between \$10,000 and \$250,000, may be approved by the relevant Director.

Sponsorship requiring General Manager approval

Sponsorships where the value of funding or in-kind support to/from Council is more than \$250,000, may be approved by the General Manager. The General Manager's approval is required in respect of any sponsorship proposals involving overall naming rights.

8 Process for seeking sponsorship

- Inner West Council may seek financial and/or in-kind sponsorship from organisations, companies, or individuals to support specific projects or events.
- Individual sponsorship opportunities can be promoted through Council's website or potential organisations and businesses can be approached directly to determine their interest.
- Any requests from organisations or individuals seeking sponsorship made directly

to Councillors should be directed to the relevant Council official.

- Sponsorship relationships should be reviewed annually by at least two people for transparency purposes.
- 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 sponsoring organisation must provide appropriate remuneration to people with disability, and must be compliant with employment and anti-discrimination legislation
 - The sponsorship arrangement must benefit both parties

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.

9 Process for providing sponsorship

Council also has the option to sponsor other organisations and/or their associated activities either financially and/or in-kind. In the first instance it might be best to direct unsolicited sponsorship requests to Council's grants program, where there are dedicated funds to support requests. Otherwise, support for unsolicited requests are mostly unbudgeted and require other projects to be impacted to secure funds.

Sponsorship proposals received by Council must be assessed against Council's strategic objectives and Council's policies and 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 identifiable 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 organisation seeking sponsorship must provide appropriate remuneration to people with disability, and must be compliant with employment and anti-discrimination legislation
- The sponsorship arrangement must benefit both parties

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.

10 Acknowledgement and benefits

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

- Use of facilities, including the waiving of hire or site fees
- Opportunity for a spokesperson to speak at an event. Where Council is sponsoring an event this should be the Mayor as per the Council's Event Invitation, Speaking and Public Meeting Policy.
- Complimentary tickets to an approved value
- Display or merchandising of goods or other material.
- 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 Council 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

As with all signage and other communications and marketing material, approval must be sought from the Communications team where appropriate, particularly around the use of the Inner West Council logo.

11 Reporting requirements

All sponsorship arrangements need to be appropriately documented, including 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 scope of marketing
- 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
- Confirmation that the sponsoring organisation or organisation seeking sponsorship provides appropriate remuneration to people with disability, and is compliant with employment and anti-discrimination legislation
- Period/timeframe of sponsorship

Sponsorship agreement

All sponsorship arrangements will be documented in a formal written agreement confirming the benefits for both, with the agreement signed by both parties.

All sponsorships must be monitored by the relevant Council staff throughout the term of the sponsorship to ensure that the expectations of Council and the other party are met. If the conditions of the sponsorship agreement are not met, it may be terminated as outlined in the written agreement. Other parties 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.

12 Breaches of this Policy

Breaches of this policy may result in an investigation of the alleged breach in line with relevant Council policies including the Model Code of Conduct.

Any alleged criminal offence or allegation of corrupt conduct will be referred to the relevant external agency.

13 Administrative Changes

From time-to-time circumstances may change leading to the need for minor



administrative changes to this document. Where an update does not materially alter this document, such a change may be made including branding, Council Officer titles or department changes and legislative name or title changes which are considered minor in nature and not required to be formally endorsed.

14 Version Control – Policy History

This policy will be formally reviewed every three years from the date of adoption or as required.

Governance use only:

Document	Sponsorship Policy	<i>Uncontrolled Copy When Printed</i>	
Custodian	Director Community	Version #	Version 3
Adopted By	Council	ECM Document #	33927713
Next Review Date	May 2029		

Amended by	Changes made	Date Adopted
Community	New Policy	13 November 2018
Community	Policy Review – The Policy has been significantly edited to produce a more coherent and easier to read document. Ensuring that Council staff have policy details that are straight forward and clear to understand when negotiating sponsorship arrangements.	12 November 2024
Governance and Risk	Amendments to incorporate Council resolutions made at Council Meeting on 28 October 2025	19 May 2026