



WAVERLEY
COUNCIL

Sponsorship Policy



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Related policies/ procedures/guidelines	Waverley Community Strategic Plan Waverley Arts and Culture Plan
Related forms	

Table of Contents

1. Background	4
2. Purpose	4
3. Scope	4
4. Content	5
4.1 Sponsorship principles	5
4.2.1 Suitable activities for inbound sponsorship	5
4.2.2 Suitable activities for outbound sponsorship	6
4.3 Benefits to sponsors (inbound sponsorship)	6
4.4 Benefits to Council (outbound sponsorship)	7
4.5 Sponsorships not permitted under this policy	7
4.6 Conflict of interest	8
4.7 Partner organisations and third-party sponsorship	8
4.8 Retainment of discretion to reject sponsorship	9
4.9 Attracting Sponsors	9
4.9.1 Expressions of interest	9
4.9.2 Pitching a sponsorship	9
4.9.3 Unsolicited proposals	9
4.9.4 Solicited proposals	9
4.9.5 A combination of the above	9
4.10 Approval of Sponsorship	9
4.10.1 Inbound	10
4.10.2 Outbound	10
4.11 Assessment framework	10
4.12 Managing sponsorships	11
4.13 Reporting Requirements	11
5. Review	11
6. Definitions	11

1. Background

Waverley Council researches, develops and delivers quality activities, events and programs to enhance the vibrancy of its community. This activity requires the substantial resourcing of staff expertise, staff time and the high cost of program delivery. Through in-bound financial and in-kind sponsorship, these activities can be expanded and enhanced to provide a greater benefit to the community.

Waverley Council also provides outbound sponsorship to community organisations, groups and individuals to support activity for the benefit of the community.

2. Purpose

This policy outlines the principles of sponsorship for Waverley Council and establishes a coordinated, transparent approach to the way Council seeks, secures, provides and manages all sponsorship arrangements.

The policy:

- Outlines a framework and general principles for managing Waverley Council's inbound and outbound sponsorships, whether monetary or in-kind.
- Outlines considerations in identifying, pursuing, securing, approving, receiving, distributing and managing inbound sponsorship.
- Outlines considerations in identifying, assessing, approving and managing outbound sponsorship.
- Ensures that all sponsorship is dealt with in a fair, transparent and equitable manner.
- Outlines responsibilities of all parties involved in a sponsorship arrangement.
- Specifies criteria to guide decisions to seek or support sponsorship opportunities, including considerations for public probity, policy conformity and the avoidance of conflicts of interest.

Waverley Council considers prospective sponsorship to be a mechanism with which to value-add to existing activities, projects or programs, or to introduce new projects.

Council will continue to provide its services and commitments to the community regardless of whether sponsorship support is received or provided but it is acknowledged that aligned sponsorship can uniquely amplify the investment Council makes in its services to the Community.

3. Scope

This policy applies to all inbound and outbound sponsorship arrangements entered by Waverley Council. It does not apply to grants and donations. The Policy supersedes the Sponsorship related sections of the Grants, Donations and Sponsorship Policy (2013).

This Policy applies to all Waverley Council elected representatives and employees, including permanent, temporary and casual staff, contractors and consultants engaged by Waverley Council.

4. Content

4.1 Sponsorship principles

Any sponsorship arrangement that is offered or sought by Waverley Council must:

- Benefit Council, the residents, businesses and/or visitors of the Waverley Local Government Area.
- Align with and help deliver Council's Community Strategic Plan and other Council Plans and Policies.
- Not create a conflict of interest.
- Pass a suitability assessment.
- Pass a Risk and Probity assessment.
- Not interfere with Council's ability to exercise its obligations under the Local Government Act 1993 or any other relevant legislation that Council relies on to perform its duties and deliver services.

4.2 Suitable items for sponsorship

Sponsorship may be inbound (received by Council), or outbound (offered by Council) and can be funded and/or in-kind.

4.2.1 Suitable activities for inbound sponsorship

The types of events/activities that Council may consider suitable for inbound sponsorship generally include:

Temporary or recurring activities or events such as:

- Public and ticketed events, festivals and event programs.
- Arts and Culture activities and programs of a limited time period or ongoing e.g. exhibitions, performing arts offerings, cultural programs, creative development programs.
- Public conferences, seminars and workshops e.g. business forums.
- Training and education or opportunities for scholarships.
- Community or industry awards.
- Environmental sustainability projects.
- Community awareness and education campaigns.
- Or any other deemed appropriate including combinations of multiple activities or events.

Council assets including but not limited to:

- Buildings, facilities, parks, sporting facilities, bus shelters, fleet or other infrastructure and possible combinations thereof.

Waverley Council may create packages of temporary or recurring activities or events and/or Council assets to attract sponsorship arrangements that, for example, span an agreed period, an agreed physical area or an agreed suite of programs and events.

Waverley Council takes a flexible approach to events/activities and assets that can be combined into packages of benefits for various suitable sponsorship arrangements that may attract temporary partnership designations and are responsive to current market approaches to partnership building.

4.2.2 Suitable activities for outbound sponsorship

The types of events/activities that Council may consider suitable for outbound sponsorship generally include:

- Cultural or community events and/or projects.
- Community education programs.
- Sporting projects and/or programs.
- Conferences.
- Scholarships.
- Awards.
- Research and publications.
- Or any other deemed appropriate.

4.3 Benefits to sponsors (inbound sponsorship)

The specific benefits of an inbound sponsorship arrangement to the sponsor are determined in collaboration and agreement with Waverley Council and may be restricted by legislation and public policy. Benefits must be agreed upon in advance and included in the sponsorship agreement. The extent of benefits will depend on the level and nature of the sponsorship and may include but is not limited to:

- Ability to use Council's branding, content and imagery in connection with the sponsored activity and the ability to develop co-branded material.
- Ability to use temporary partnership designations, for example but not limited to "Official beach safety partner", "Official summer partner", "Official community partner" etc.
- Branding exposure on print and digital materials and collateral, media, social media, direct marketing, and Council's public Wi-Fi platform.
- Exposure at events through signage and integration into events programs where feasible and appropriate, acknowledgement by the emcee or speakers.
- Opportunity to speak publicly at the sponsored event or activity.
- In-kind event coordination support and event advisory/logistics support.
- Event hospitality including invitation to events, invitation to VIP functions, temporary car parking spaces for events and preferential seating.
- Naming rights or category sponsorship for major events.
- Award or trophy in the sponsor's name and publicly presented.

- Designated spaces whether internal or external on a case by case basis.
- Display of goods and other material merchandising of goods at selected points of sale.
- Sponsors name, logo or other relevant design displayed on Council assets e.g., fleet vehicles, or recognition in connection with the asset.
- Council fee waivers or agreement to meet costs associated with services it would otherwise charge for, as listed in the advertised Fees and Charges e.g. installation of street banners.

4.4 Benefits to Council (outbound sponsorship)

Specific benefits to Waverley Council for outbound sponsorships will be determined as part of the development of any outbound sponsorship agreement. The extend of benefits will depend on the level and nature of the sponsorship and may include but is not limited to providing, creating or maintaining:

- Alternate avenues for Council to provide social and cultural benefit to, and meet the needs of, the Waverley Community.
- Positive media, promotion and publicity opportunities across a range of media platforms.
- A mechanism to return economic benefit to the Waverley local government area by the leveraging of proportionally lower contributions.
- Opportunities for Council to have visible and meaningful participation in events and activities that enhance the image and reputation of the local government area.
- Valuable strategic alliances for Council

4.5 Sponsorships not permitted under this policy

Sponsorships will not be offered or sought that:

- May adversely impact Waverley Council's reputation and brand.
- Impede or potentially impede Council's ability to carry out its functions fully and impartially.
- Are inconsistent with the objectives outlined in Waverley Council's Community Strategic Plan, or other plans, strategies and policies of Council including Plans of Management.
- Give rise to a conflict of interest.
- Pose a conflict between the objectives and values of Council and those of the other party.

Waverley Council will not consider sponsorship arrangements with other parties that Council deems:

- Could compromise or be seen to compromise Council's ability to exercise its regulatory and planning functions. Further, other parties must have a clear understanding that any arrangements have no bearing on Council's capability to exercise such functions.
- Have not fulfilled the requirements of a previous sponsorship arrangement.
- To be of a political nature (e.g. political parties).
- Relate to adult services or adult content production or distribution.
- Promote or are associated with the sale of tobacco.
- Promote or are associated with gambling products or services.
- Promote or are associated with weapons manufacture and sale.

- Discriminate by way of race, religion, gender, sexual orientation including in employment, marketing or advertising practices.

4.6 Conflict of interest

Every sponsorship arrangement proposal will be assessed as to whether it gives rise to or may give rise to a conflict of interest (either real or perceived). Council has the discretion to refuse or terminate such arrangement in any case where, during the life of the sponsorship agreement, the other party (including related parties, parent companies and subsidiaries):

- Has a current development application or planning matter before Council, or Council is aware of a possible future application and planning matter.
- Is or is likely to be subject to regulation or inspection where Council may impose conditions.
- May limit Council's ability to carry out its functions fully and impartially or may be perceived to do so.
- Or for any other reason.

There should be no suggestion, either explicitly or implicitly, that any individual, organisation or company will be given any favourable or special treatment because of providing sponsorship support to Council.

No elected representative, employee or agent of Waverley Council is to receive, or solicit, a personal benefit from a sponsorship agreement with Council. This would constitute a breach of Council's Code of Conduct.

Prospective sponsors will be required to sign a Conflict of Interest Declaration as part of the acceptance and approval process.

4.7 Partner organisations and third-party sponsorship

From time to time, Waverley Council may partner with an external organisation to deliver a program or event. Conditions associated with the partnership arrangement will be outlined in an agreement.

Partners seeking sponsorship to events and programs run in conjunction with Council should adhere to the criteria outlined in this policy for assessing the suitability of potential sponsorships. Council must be notified of potential sponsorship arrangements by partner organisations and retains the right to reject potential sponsorship arrangements that it deems to be inappropriate, or to impose conditions of the sponsorship offering and arrangement.

Any third-party commercial activity that is undertaken in Council-managed properties, including those falling under the Crown Lands Management Act, is subject to Council approval. This includes activities of a sponsorship or advertising nature undertaken by third parties such as local surf life saving clubs or venue hirers.

4.8 Retainment of discretion to reject sponsorship

When determining and evaluating a sponsorship proposal, Waverley Council retains the discretion not to accept a sponsorship proposal. Council will assess proposals according to the framework in section 4.10 of this policy.

Council retains the discretion to reject third-party sponsorship proposals undertaken in Council-managed properties, including those falling under the Crown Lands Management Act as outlined in clause 4.7.

4.9 Attracting Sponsors

Sponsorship opportunities may be sought through various approaches. Waverley Council may offer or seek sponsorship opportunities through:

4.9.1 Expressions of interest

Expressions of interest will typically be invited through advertisement to ensure the business community and other relevant government and non-government organisations can participate in relevant sponsorship opportunities.

4.9.2 Pitching a sponsorship

Council may identify potential sponsor/s for a specific sponsorship opportunity and may initiate direct contact with the potential sponsor/s where there is a strategic alignment between the prospective sponsor/s and the activity or project for which sponsorship is being sought.

4.9.3 Unsolicited proposals

Unsolicited proposals for sponsorship should only be accepted where a significant strategic alignment exists between the sponsor and the target sponsorship offering.

4.9.4 Solicited proposals

Council staff may identify and investigate sponsorship alignments with potential partners through the application of their subject matter expertise and/or using dedicated service providers to provide benefits to the Waverley community.

4.9.5 A combination of the above

Council seeks to be responsive to market trends and variations to maximise opportunities to provide the greatest possible benefit to the Waverley community through flexible approaches to potential sponsors.

4.10 Approval of Sponsorship

Approval for sponsorship arrangements is as follows:

4.10.1 Inbound

\$249,999 and below – approval by the General Manager in consultation with the Executive Leadership Team.

Above \$250,000 and above – approval by Council.

Sponsorship proposals from property developers – approval by Council.

In urgent circumstances (where a proposed inbound sponsorship valued at \$250,000 or above needs to be determined before the next available Council or Committee meeting) approval may be provided by the Mayor and General Manager; noting that Councillors are to be emailed details of the proposed sponsorship prior to any decision taken by the Mayor and General Manager, and sponsorship details are to be reported to the next available Council or Committee meeting after the decision.

Approval is granted after consideration of the proposal with respect to the criteria laid out in section 4.11 below.

4.10.2 Outbound

\$14,999 and below – approval by the General Manager in consultation with the Executive Leadership Team.

Above \$15,000 – approval by Council.

Assessments of sponsorship proposals will be undertaken against the criteria for appropriateness outlined in this policy and will assess and take account of any risk and probity considerations including potential conflict of interest situations.

Any sponsorship arrangement must be formalised with a written agreement. This agreement should be the entire arrangement between the parties, and no privileges for either party shall exist outside the agreement, unless approved by both parties.

4.11 Assessment framework

The following provides a framework for assessing all sponsorship proposals.

Consideration	Evaluation
<i>Alignment with Council's vision and values</i>	
<i>Alignment with Council's strategic objectives</i>	
<i>Alignment with Council policies and relevant legislation</i>	
<i>Proposal provides tangible community benefit</i>	
<i>The value of the sponsorship proposal is greater than the cost to Council in time and resources spent obtaining it</i>	

4.12 Managing sponsorships

A sponsorship agreement must be entered into for each sponsorship arrangement. The sponsorship agreement must not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions fully and impartially.

The agreement will set out:

- The nature of benefits, including economic and in-kind benefits, available to Council and the other party.
- The agreed form or forms of sponsorship acknowledgement.
- The term of the sponsorship and any conditions regarding renewal.
- Financial accountability requirements.
- Agreed KPIs for the sponsorship.
- Provision for termination or suspension of the agreement.

4.13 Reporting Requirements

All sponsorship arrangements are to be documented through a sponsorship proposal, sponsorship agreement and reported to the community via Council's Annual Report for the respective financial year. A register of sponsorship will be made available on request.

5. Review

This policy will be reviewed every four years or as required in the event of legislative changes or requirements. The policy may also be changed because of other amendments. Any amendments to a community facing policy must be by way of a Council resolution.

6. Definitions

Term	Definition
<i>Community benefit</i>	The return or benefit to the community that flows from Council's sponsorship activity.
<i>Conflict of interest</i>	Can arise if it is likely that a private interest could conflict, or be seen to conflict, with carrying out a person's public or professional duties.
<i>Donation</i>	A provision of cash or other items of value with no return benefits expected. The person or organisation providing these may request a modest acknowledgement or that the

provision be used for a particular purpose. These are not sponsorships or grants.

Council, an individual or an organisation may make a donation, except that only an individual can make a bequest.

<i>Grant</i>	Cash or value-in-kind support provided to applicants for a specified project or purpose with terms and conditions defined but not commensurate with a direct reciprocal benefit received by Council. Grants made by Council are expected to achieve community benefit.
<i>Inbound sponsorship</i>	A financial or in-kind contribution to Council made from an individual, organisation or business.
<i>Outbound sponsorship</i>	A financial or in-kind contribution from Council made to an individual, organisation or business.
<i>Property Developer</i>	As defined by the Electoral Funding Act 2018 Section 53
<i>Sponsorship</i>	<p>A commercial arrangement in which one party, a sponsor, provides a financial and/or in kind contribution to support an activity in return for certain specified benefits.</p> <p>Sponsorship can be provided to or received from the corporate sector, private sector, private individuals as well as community groups and not for profit organisations.</p>