

## **City of Port Phillip Business Sponsorship Guidelines**

*Providing opportunities for business to partner the community*

### **Purpose**

To provide a set of guidelines to ensure a uniform approach to the consideration of sponsorship partnerships between council and business.

### **Definitions**

**Sponsorship:** A contribution in money or kind in anticipation of a commercial return, generally by the corporate sector in support of community or council activities.

**Donation:** An offering of product or cash given without any anticipated commercial return.

**In Kind (Contra):** Term to describe products or services provided in lieu of cash in exchange for sponsorship rights.

**Philanthropic Donation:** An offering of money, goods, time, or effort to support a charitable cause, usually over an extended period of time and in regard to a defined objective. In a more fundamental sense, philanthropy may encompass any altruistic activity which is intended to promote good or improve human quality of life.

These guidelines do not apply to donations or philanthropic donations.

### **Objectives**

Specific objectives of these guidelines are to;

- encourage the involvement of business partners in the provision of events, products and services within the City, while protecting the community's interests and values.
- provide consistent and measured consideration of existing and prospective business partnerships and sponsorship agreements.
- ensure the City of Port Phillip retains and continues to develop its strong community profile and brand equity.
- assist the City of Port Phillip in meeting its commitment to excellent customer service and sustainability.

## **General Guidelines**

1. All sponsorship participants must be reputable organisations whose public image, products, and services are consistent with the values, goals and specific policies of local government in the City of Port Phillip.
2. Before securing a sponsorship agreement, Council will ensure that the proposed agreement will:
  - 2.1. consistently maintain Council's and the sponsor's professional image within the community;
  - 2.2. develop and maintain a positive relationship with the sponsor through regular communication;
  - 2.3. ensure the sponsor's product meets Council's approval. Council accepts products on their merits, not because they are free;
  - 2.4. not conflict with the objectives and policies of Council and the sponsor;
  - 2.5. not impose or imply conditions that would limit Council's ability to carry out its event, product or service fully and impartially;
  - 2.6. not impose or imply conditions that would limit Council's ability to continue to advocate or provide public comment on any matter fully and impartially;
  - 2.7. not involve explicit endorsement of the sponsor or its products;
  - 2.8. not control or influence any dealings between parties;
  - 2.9. ensure sufficient resources are available to deliver the promised sponsor benefits; and
  - 2.10. ensure no employee or representative of Council is receiving personal benefit from the sponsorship.
3. Council will use all sponsorship funds for the sole purpose identified in the sponsorship agreement.
4. Council may accept alcohol related sponsorship, providing there is no direct link between sponsorship and activities, assets, facilities, or services for people under the age of 18 years.
5. All sponsorship agreements will be in writing. Complex agreements or agreements over \$30,000 will be in the form of a contract.
6. Council's Sponsorship Guidelines will be made available to all council employees via the intranet for the consistent securing and managing of all sponsorship programs.

## **Exclusions**

7. Council has identified a number of industries that it will not enter sponsorship partnerships. They are:
  - 7.1. Companies, Partnerships, or Sole Traders involved in the manufacture, distribution and wholesaling of tobacco related products.
  - 7.2. Companies, Partnerships, or Sole Traders who are under investigation by ACCC or any other legal authority
  - 7.3. Companies, Partnerships, or Sole Traders where the sponsorship could be interpreted as a bribe or kick back (for example, to influence tender processes)
  - 7.4. Companies, Partnerships, or Sole Traders where the Council is currently or proposing to be engaged or possibly engaged in standard Council business dealings (for example tender processes or the submission of planning applications).