

## Policy Details

<b>Directorate:</b>	Community Services
<b>Branch:</b>	Marketing and Events
<b>Responsible Manager:</b>	Marketing and Events Manager
<b>Date adopted:</b>	<i>(include date adopted, Council minute number or ELT meeting date)</i>
<b>Date for review:</b>	2 years from the date of adoption or date of last review
<b>Legislative basis:</b>	Local Government Act 2009 Local Government Regulation 2012
<b>Related Documents – forms and procedures</b>	Sponsorship and Promotions Procedure (DM: 13455305)

### 1. Policy Purpose

To establish the framework and guidelines for the development and management of outgoing sponsorship and promotional activities for Logan City Council and its related internal and external stakeholders.

To require officers who are responsible for negotiating or participating in sponsorship and promotional arrangements for and/or on behalf of Council events, programs, activities and facilities to use the Outgoing Sponsorship and Promotions Policy as the authority for such purposes.

To guide the allocation of monies from the Community Events Funding Program in accordance with the *Local Government Act 2009* and Local Government Regulation 2012.

To meet the annual reporting requirements under section 189 of the Local Government Regulation 2012.

### 2. Scope

This policy applies to the officers responsible for negotiating or participating in outgoing sponsorship and promotional arrangements for and/or on behalf of Council events, programs, activities and facilities, and includes all councillors, employees and contractors working for Council regardless of whether they are permanent, temporary, full-time, part-time or casual. For the purposes of this policy, the term contractor includes on-hired temporary labour services (agency staff) and sub-contractors.

### 3. Policy Statement

This policy sets a vision for outgoing sponsorship practices of Logan City Council that will provide for a holistic approach, aligning efforts with Council's Corporate Plan priorities.

This policy provides the operating principles and broad direction for Logan City Council's Sponsorship Advisory Group to oversee its implementation. Reports to relevant Council committees will be made by the Marketing and Events Manager.

This policy is consistent with Council's existing commercial purchasing and tendering policies and procedures.

#### Policy Goals

The policy ensures that Logan City Council and its sponsors achieve their desired outcomes whilst adhering to Council guidelines and procedures and retaining appropriate levels of transparency and accountability. The sponsorship and promotions policy will provide the process to:

- a) extend the Council's current program offerings through sponsored events

- b) support local not for profit community service providers
- c) leverage sponsored organisations' media and distribution channels
- d) generate community interest through sponsorships that complement Council's strategic objectives
- e) guide the allocation of funding provided by Logan City Council to sponsored events through the Community Events Funding Program process
- f) support Council's Corporate Plan Priorities
- g) promote Council's key messages
- h) encourage community initiatives and events.

**Policy Principles**

The following general principles will be adhered to by the Logan City Council's Sponsorship Advisory Group in the development and management of its sponsorship program:

- a) A sponsorship arrangement should not impose or imply conditions that would limit, or appear to limit, Logan City Council's ability to carry out its functions impartially.
- b) There should be no real or apparent conflict between the objectives and mission of the sponsor and those of Logan City Council.
- c) Sponsorship should not involve explicit endorsement of the sponsor or the sponsor's products.
- d) Where sponsorship takes the form of provision of a sponsor's product/service, the product/service should still be evaluated for its fitness for purpose against objective operational criteria relevant to Logan City Council's needs.
- e) It is inappropriate for any representative of Logan City Council to receive a personal benefit from a sponsorship of its events, programs, activities and facilities unless such a benefit is deemed to be appropriate in the course of delivering their job role.
- f) In most circumstances, the public interest is best served by making Logan City Council sponsorship opportunities widely known.

The following criteria will apply to all requests received from community organisations:

- a) funding must be allocated in accordance with the *Local Government Act 2009*, Local Government Regulation 2012 and Council's 'Grants to Community Organisations' policy
- b) requests can be accepted for non-profit and for-profit community-based purposes
- c) political parties are ineligible for funding
- d) requests must be in writing setting out details of the request and its purpose
- e) all applicants must be free of debt with the Council
- f) funding must be drawn by cheque or electronic funds transfer
- g) applicants that have applied for, or have already received, funding for the same purpose via any other Logan City Council grant program are ineligible
- h) all sponsorships must provide a completed event outcome report (acquittal) outlining the community benefit and provide proof of purchase and/or use of the grant for the prescribed purpose, unless specified in the sponsorship agreement. This proof will involve producing receipt(s) or other documentation. If proof of expenditure for approved purposes cannot be produced, the organisation is to refund the sponsorship monies.
- i) In accordance with section 189 of the Local Government Regulation 2012, the responsible branch will keep a register of sponsorships to community organisations for disclosure in Council's annual report.

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## 4. Reporting

The Marketing and Events Manager will report on sponsorships in accordance with relevant delegations.

## 5. Definitions

The following definitions apply to this policy.

TERM	DEFINITION
Outgoing sponsorship	The monetary and non-monetary support provided by Logan City Council in return for the right to recognised as supporting an event or program. It does not include joint ventures, consultancies, hospitality and gifts or donations where the reciprocal benefit provided by Logan City Council does not extend beyond some modest acknowledgement.
Promotion	The process of creating an awareness of the product/service and stimulating demand for the product/service. It includes advertising, publicity and public relations.
Publication	The general term for a written product used to promote the organisation e.g. annual report etc.
Sponsorship Advisory Group	The Sponsorship Advisory Group consists of Managers appointed to or invited to the group to review the sponsorship program. The group is chaired by the Marketing and Events Manager.
Community organisation	As defined in the dictionary schedule of the Local Government Regulation 2012, community organisation means: an entity that carries on activities for a public purpose; or another entity whose primary object is not directed at making a profit. N.B Schedule 1 of the Acts Interpretation Act 1954 defines "entity" to include a person and an unincorporated body
Community purpose	For the purpose of this policy, "community purpose" is defined as activities that align with Council's goals and priorities.

### Document Control

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<b>Version Number</b>	<b>Description of Change</b>	<b>Author / Branch</b>	<b>Date</b>
1.0	Original version	Marketing & Events	