
**RIVERINA WATER COUNTY COUNCIL
SPONSORSHIP POLICY**

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| RESPONSIBLE OFFICER | | General Manager | |

PART 1: INTRODUCTION

1.1 Policy Summary

Riverina Water County Council may enter into sponsorship arrangements with organisations or individuals to support new or existing programs, services, facilities or events which contribute to the quality of life for the community of the Riverina Water County Council area.

This Policy sets out the principles and procedures for the Riverina Water County Council's sponsorship of a program, service, event or project.

1.2 Policy Objectives

This Policy aims to provide clear definitions, guidelines and procedures for sponsorships, to ensure an accessible, open and transparent process in assessing sponsorship proposals for Riverina Water County Council

1.3 Background

All existing sponsorship arrangements will be assessed (as commitments expire) in a consistent manner against the criteria stated in this Policy.

1.4 Scope of Policy

This policy applies to all Council Officials as defined within this policy.

This policy operates in addition to all other obligations under the Local Government Act 1993 (the Act), any other legislation, or relevant codes and policies regarding the disclosure of any interests.

1.5 Related Documents

- Code of Conduct
- Conflicts of Interest Policy
- Statement of Business Ethics
- Anti-fraud and Corruption Policy
- Good Governance Policy

PART 2 POLICY STATEMENT

2.1 Definition of sponsorship

For the purposes of this Policy, sponsorship is defined as a commercial arrangement in which a sponsor provides a contribution in money or in kind, to support a service, event or facility or program in return for specified benefits. Sponsorship differs from grants or donations.

Sponsorship arrangements will only be considered when there is alignment with objectives outlined in the Riverina Water County Council Strategic Plan and benefits to the Riverina Water County Council are demonstrable.

Sponsorship is not:

- A donation or grant
- An endorsement of any product, service or factional cause by the Riverina Water County Council
- Part of normal assistance programs of the Riverina Water County Council
- Advertising, or any part of an advertising package

2.2 Key criteria for sponsorship

- The organisation whose public image, products and services are consistent with the goals and values of the Riverina Water County Council, and a commitment to enhance community life in the county area
- Sponsorship may assist in enabling local, national or international programs, events and activities to be held within the County area. Such events may contribute to the identity of the County area, economic growth and promote community participation by residents and visitors. Such sponsorships which are strategically focussed and reflect the values and objectives of the Riverina Water County Council will be considered
- Council may to commit to sponsoring an event for a more than one year in special circumstances,
- Additionally, organisations involved in political fields (e.g. political parties or unions) or are seen to be in potential conflict with Council's policies and responsibilities to the community, will not be eligible for sponsorship

All sponsorship arrangements will be undertaken in a professional and co-ordinated manner, and in accordance with relevant Riverina Water County Council policies.

2.3 Riverina Water County Council sponsorship of an organisation's activity

Council may enter into sponsorship arrangements to provide support to outside organisations.

All sponsorship proposals should be able to demonstrate a valid contribution to outcomes for the communities of Riverina Water County Council area, and should fall into one of the following categories:

- Business, industry or economic
- Cultural, social or the arts
- Sporting, or healthy lifestyle orientated

Sponsorship of organisations may be proposed or sought in the following ways:

- Pro-active investigation and recommendation of activities which the Riverina Water County Council may want to be associated with:
 - On an ongoing basis (subject to annual review)
 - As seeding sponsorship over a defined period of time
 - A 'one-off' sponsorship
- Review and recommendation of submissions as they are received

2.4 Assessment of Sponsorship Proposals

Any sponsorship proposal made requesting that the Riverina Water County Council sponsor an activity should address the following:

- A statement of the objectives and detail of the sponsorship activity
- Capacity to deliver long term benefits to the Riverina Water County Council
- Demonstrated ability to achieve timeframes and budgets outlined in the proposal
- The organisation's capacity for administering the project
- The activity's viability in terms of support from any other relevant organisations
- Support of the activity by appropriate marketing and communications which will ensure Council's support is appropriately acknowledged and publicised
- Any proposal must include the names of other sponsors, proposed or confirmed, involved with the event or activity

Riverina Water County Council does not generally sponsor conferences, seminars, functions, individuals, record attempts or fundraisers unless they are directly related to the corporate objectives or local government.

2.5 Return on investment

The Riverina Water County Council has an expectation that it receives a return on this investment through demonstrated benefits including but not limited to:

- Appropriate branding and profile raising opportunities
- Ability to leverage sponsorship through media or advertising
- Ability to leverage support through attendance or staging of display or complementary event where appropriate
- Specific sponsorship category benefits
- Ability to reach traditional and non-traditional audiences

2.6 Sponsorship procedure – recommendations and approvals

Where the Riverina Water County Council is approached by a party for sponsorship the General Manager, in liaison with the Chairperson, may approve the arrangement.

When granting sponsorship, the Riverina Water County Council is obliged to consider the provisions relating to granting financial assistance in the Local Government Act.

The General Manager shall report to Council, on an annual basis, on sponsorships provided by Riverina Water County Council.

Recipients of Riverina Water County Council sponsorship will be required to:

- Submit a tax invoice to Council and enter a formal agreement with Riverina Water County Council that details the commitment of both parties
- Submit a completed sponsorship acquittal which includes a project report and a financial acquittal within three months of the project's completion.

Sponsorship funding must only be used for the purpose stated in the letter of approval. The purpose, amount or time for expenditure of a sponsorship may not be changed without prior written approval.

2.7 Use of Riverina Water County Council Logo

Permission to use the Riverina Water County Council logo and relevant artwork is to be obtained from Council.

The Riverina Water County Council's logo will be used in association with any displays/promotions associated with the sponsorship.

PART 3 LEGISLATION, TERMINOLOGY AND REFERENCES

Part 2.3 of the Local Government Act establishes the role, functions and objectives of Councils which provide the basis for Riverina Water County Council's active role in community, cultural and social development.

PART 4 IMPLEMENTATION AND DELEGATION

Sponsorships will be approved and implemented in line with the processes outlined in this policy.