

Sponsorship Guidelines

Introduction

Council is committed to the provision of quality recreation and cultural opportunities, creating strong and inclusive communities and delivering a range of activities that contribute towards the growth and prosperity of the City’s economy. Council recognises the role that Sponsorship arrangements for significant events and activities can play in the achievement of these strategic goals.

These Guidelines support Council’s Sponsorship Policy in providing guidance to event and activity organisers seeking to enter into sponsorship arrangements with Council.

Who Can Apply

Eligible applicants	<p>For Council to enter into a sponsorship arrangement with an organisation, they must:</p> <ul style="list-style-type: none"> • be a registered and legal entity with an Australia Business Number (ABN) or an Australian Company Number (ACN); • clearly articulate and quantify (where possible) the economic and community outcomes associated with the proposal; • provide sponsorship benefits to Council commensurate with the value of the sponsorship provided; • have no overdue grant or sponsorship acquittals with Council; • have no outstanding debts of any kind with Council; • hold an appropriate public liability insurance policy to cover the event or activity; • demonstrate that the Sponsorship will be used for a purpose in the public interest and in accordance with Council’s Sponsorship Policy and this Guideline; • demonstrate they can deliver the proposed event or activity; • be capable of obtaining all regulatory approvals for the event or activity; and • be financially viable. <p>Council will not consider sponsorship arrangements with:</p> <ul style="list-style-type: none"> • individuals; • unincorporated/informal groups; or • political organisations.
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Sponsorship Information

Guiding Principles	<p>Council may enter into Sponsorship arrangements that align with the following guiding principles.</p> <p>1. <u>Economic outcomes</u></p> <p>Events and activities in receipt of Sponsorship from Council must deliver tangible and measurable outcomes for the City’s economy. Outcomes may include but are not limited to:</p> <ul style="list-style-type: none"> • Injecting funds into the economy as a result of direct spending by the event organiser, participants, spectators, competitors and accompanying persons; • Creating opportunities for visitors to the City to stay longer, spend more, experience the City’s tourism products and visit again;
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	<ul style="list-style-type: none"> • Stimulating visitation to the City at particular times of the year (such as low-peak season) and/or in under-represented locations; • Elevating the City of Moreton Bay brand as a premier event/sporting destination and/or building the profile and reputation of the City as a business/investment location; and • Generating positive and measurable media coverage and promotional opportunities resulting in significant marketing or other outcomes for the City in alignment with the Regional Economic Development Strategy (REDS). <p>2. <u>Community outcomes</u></p> <p>Events and activities in receipt of sponsorship from Council may deliver tangible and specified community outcomes for the City of Moreton Bay. Outcomes may include but are not limited to:</p> <ul style="list-style-type: none"> • Increasing community participation and connectedness; • Celebrating the City’s cultural diversity; • Improving social cohesion; • Building a sense of identify and belonging; • Raising awareness of community issues; and • Activating and/or profiling the City’s assets and infrastructure. <p>3. <u>Alignment</u></p> <p>All sponsorships must align with Council’s legislative requirements, regional vision, strategic aspirations/directions and organisational values as articulated in Council’s Corporate Plan, Community Plan and /or other regional strategies (Eg. Regional Economic Development Strategy).</p> <p>4. <u>Risk Management</u></p> <p>Potential risks to Council will be assessed prior to entering into all sponsorship arrangements. Risk types include, but may not be limited to:</p> <ul style="list-style-type: none"> • Reputational risk to Council; • Conflicts of interest (actual or perceived) associated with Councillors or Council employees; • Direct or indirect personal benefits received by Councillors or Council employees; and • Perceptions of endorsing the sponsorship recipient’s products/services and/or being associated with certain brands or products/services. <p>5. <u>Transparent and accountable decision-making</u></p> <p>All Sponsorship proposals presented to Council will be assessed and determined through the framework established by Council’s Sponsorship Policy and these Guidelines, and in accordance with the provisions of other relevant Council policies, the <i>Local Government Act 2009</i> and the <i>Local Government Regulations 2012</i>.</p> <p>6. <u>Value for money</u></p> <p>Through the establishment of sponsorship arrangements, the commercial value of Council’s sponsorship contributions (cash or in-kind) will be clearly identified. All sponsorship arrangements entered into by Council must represent value for money with respect to the community and economic outcomes that the event or activity will provide to the City of Moreton Bay</p>
Eligible projects	Council may enter into sponsorship arrangements for the following event and activity types.

	<ul style="list-style-type: none"> • Significant community events and activities that provide opportunities for residents and visitors to connect and participate in community, cultural, multicultural, recreational or environmental endeavours; • Significant regional, state, national or international sporting events and activities that: profile the City of Moreton Bay as a sporting destination; activate the City's sporting infrastructure; and/or encourage sports participation and player pathways through the participation of elite athletes; • Events and activities that support or attract businesses, industries and their members/employees within, or to the City in alignment with the Regional Economic Development Strategy; and/or • Significant events and activities that profile the City of Moreton Bay as a tourism or business destination; activate the City's infrastructure; and / or encourage pathways connected to the Regional Economic Development Strategy.
Ineligible projects / expenses	<p>Council will not consider sponsorship arrangements for events and activities that:</p> <ul style="list-style-type: none"> • have been approved for funding under a grant program established under Council's Community Grants Policy; • discriminate, or encourage discriminatory behaviour, including discrimination on the basis of age, disability, race, religion and/or sexual orientation; • promote gambling, smoking and/or consumption of other addictive substances; • are of a political nature; and/or • do not adequately mitigate environmental impacts.
Funding types and limits	<p><u>Funding Types</u> Council may consider sponsorship funding in the form of either cash contributions and / or non-cash (in-kind) contributions such as fee waivers, event promotion support, staff time and use of Council assets and resources.</p> <p>Where in-kind support forms part of a sponsorship request, the total value of that support will be appropriately costed and considered by Council's Sponsorship Review Panel.</p> <p>Council retains the right to refuse, at its sole discretion, the inclusion of in-kind support as part of sponsorship arrangements.</p> <p><u>Funding Limits</u> The value of sponsorship arrangements entered into by Council will be considered and negotiated with respect to the economic and community outcomes to be achieved through the event or activity, and the availability of funds within Council's budget.</p>
Lodging an application	<p>Prior to lodging a sponsorship application, applicants are required to contact Council's Community Grants and Partnerships Team first to discuss their proposal. This will provide an opportunity for applicants to receive initial feedback regarding the eligibility and alignment of their proposal with respect to Council's Sponsorship Policy and these Guidelines. Applicants may also be required to pitch their proposal to the Sponsorship Review Panel prior to their lodgement of an application.</p> <p>If the event or activity is considered eligible and suitable for consideration under Council's Sponsorship Policy, the applicant will generally be invited to submit a Sponsorship Application via Council's grants and funding webpage</p>

	<p>www.moretonbay.qld.gov.au/grants/. Council does however reserve the right, at its sole discretion, to receive sponsorship proposals via alternate means.</p> <p>Sponsorship applicants should allow reasonable time for Council's assessment and decision-making processes to take place. Accordingly, applicants are encouraged to initiate contact with Council's Community Grants and Partnerships team at the earliest opportunity to commence the relevant processes.</p>
Assessment and Decision Making	<p><u>Assessment</u> All sponsorship applications / proposals received by Council will undergo an eligibility check in accordance with the provisions of Council's Sponsorship Policy and these Guidelines. Proposals meeting the relevant eligibility criteria will then progress to a merit assessment stage where the proposal will generally be considered by Council's Sponsorship Review Panel and a recommendation prepared. It is noted however that, where considered appropriate by the Chief Executive Officer (or his/her delegate), eligible sponsorship proposals received may be assessed for merit directly by Council's Economic Development Department rather than the Sponsorship Review Panel, and a recommendation prepared.</p> <p><u>Decision-Making</u> Where a Sponsorship application / proposal is recommended for funding by the Sponsorship Review Panel or Council's Economic Development Department, this recommendation will be presented to either the Chief Executive Officer (or his/her delegate) or a Council General Meeting for final determination.</p> <p>Council retains the right to decline, at its sole discretion, any Sponsorship application / proposal received.</p>
Terms and Conditions	<p>All successful sponsorship recipients will be required to enter into a Sponsorship Agreement with Council which will include, but not be limited to the:</p> <ul style="list-style-type: none"> • mutual benefits of entering into the agreement; • requirements for acknowledgement of Council's Sponsorship; • terms and conditions of the sponsorship for both parties; • financial accountability requirements; • agreed performance measures for assessment post the event or activity; • provisions for termination or suspension of the agreement; and • the acquittal requirements. <p>Organisations may apply to Council for multi-year sponsorship arrangements. Generally, sponsorship arrangements of up to three (3) years will be considered where the event or activity is deemed to present significant value to the economy and community. Council may however, by resolution at a General Meeting, enter into sponsorship arrangements exceeding a three (3) year term.</p> <p><u>Council Recognition</u> All sponsorship recipients will be required to publicly acknowledge Council as a sponsor of the event or activity. This recognition may include, but is not limited to:</p> <ul style="list-style-type: none"> • acknowledgement in media releases and speeches; • brand exposure (signage, promotional material, advertising etc) at events or associated functions and in promotional activities; • opportunities for Council to undertake onsite promotions during the event or activity; and • opportunities for Council participation in formal ceremonies. <p>A full list of sponsorship benefits will be negotiated as part of each sponsorship agreement.</p>

	<p><u>Sponsorship Acquittal</u> All recipients of Council sponsorships will be required to complete an acquittal report for the sponsored activity which details the outcomes achieved and confirms that all local suppliers have been paid.</p> <p>Recipients may be required to provide a post event debrief to the Sponsorship Review Panel or Council to provide an overview of the outcomes of their activity.</p>
Enquiries	For further information about the Sponsorship Program, please contact Council's Community Grants and Partnerships team on (07) 3205 0555 or email grants@moretonbay.qld.gov.au