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# Sponsorship Policy

## Document Version Control

<b>Document Name:</b>	<b>Sponsorship Policy</b>
<b>CM Reference WORD:</b>	D24/95661
<b>CM Reference PDF:</b>	D24/95673
<b>Document Status:</b>	Endorsed ELT/ Approved by Council
<b>Version Number:</b>	Version 1.2
<b>Review Date:</b>	April 2027
<b>Owner:</b>	Business Assurance and Governance
<b>Endorsed By:</b>	Council
<b>Distribution:</b>	Internal and External

## Change History

Version	Review Date	Author	Reason for Change
1.0	17 July 2012	Community Relations	Adopted by Council
1.1	9 April 2021	Communications and Engagement	Updated into new template and amended titles and departments
1.2	April 2024	Business Assurance and Governance and Community Services	Enhance opportunities for sponsorship and ensure appropriate controls in place.

Sponsorship Policy		
Owner: Business Assurance and Governance	Accountability: Office of the CEO	Endorsed by Council: 25 June 2024
CM Reference: D24/95661	Last review date: April 2024	Next review date: April 2027



## Contents

- 1. Executive Summary ..... 4
- 2. Scope..... 4
- 3. Purpose..... 4
- 4. Definitions ..... 4
- 5. Criteria for attracting sponsors ..... 4
- 6. Suitable activities for sponsorship ..... 5
- 7. Benefits for sponsors ..... 5
- 8. Sponsorships not permitted under this Policy..... 6
- 9. Conflicts of Interest ..... 7
- 10. Personal Benefits and Councillor Involvement ..... 7
- 11. Review Process and Endorsement ..... 7
- 12. Related Documents..... 8
- 13. Associated Procedure ..... 8

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CM Reference: D24/95661	Last review date: April 2024	Next review date: April 2027

## 1. Executive Summary

This policy outlines how the City of Ryde manages sponsorship and sponsorship agreements while minimising the risk of corruption or unacceptable conflicts of interest.

## 2. Scope

This policy applies to staff seeking incoming sponsorship for Council as the recipient of the funding and/or in-kind contributions for the enhancement of existing, or the establishment of new services/activities for the benefit of the community. It does not apply to outgoing sponsorships.

## 3. Purpose

The objective of this policy is to:

- Promote opportunities for securing sponsorships.
- Assess and manage actual and/or perceived risk of corruption or conflicts of interest.
- Ensure sponsorship opportunities are fairly contested.
- Ensure accountability and transparency in decision making.

## 4. Definitions

<b>Sponsorship</b>	A contribution in money or kind, generally by the corporate sector or private individuals, in support of a public sector activity.
<b>Sponsorship Agreement</b>	For the purpose of this document, a “Sponsorship Agreement” is considered to exist where the contribution in cash or kind offered to Council exceeds the value of \$1,000 p.a. Sponsorship arrangements are subject to a written agreement based on this policy including any with a value of less than \$1,000 p.a.

## 5. Criteria for Attracting Sponsors

Any sponsorship arrangement that is offered or sought by the City of Ryde should:

- benefit the City of Ryde and its community;
- not create an actual or perceived conflict of interest; and
- not fetter or interfere with the City’s compliance with and/or exercise of its legislative obligations and functions.

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## 6. Suitable Activities for Sponsorship

The general types of events/activities that the City of Ryde may consider suitable as sponsorship opportunities include activities or events such as:

- public and ticketed events;
- training;
- scholarships;
- awards;
- education;
- industry research;
- publications;
- exhibitions;
- programs; and
- conferences i.e. business forums

## 7. Benefits for Sponsors

The primary benefit for Sponsors is a competitively-priced strategy for reaching a target audience or to meet corporate social responsibility goals.

Entitlements include, but are not limited to:

- a) licence to use the City of Ryde’s intellectual property for the event such as logos, content and imagery;
- b) branding on event marketing communications including print, press, direct marketing, posters and other collateral;
- c) exposure at events through signage, access to floor space for activation and integration into the official event program;
- d) online promotion including banners, splashes and sponsored segments; and
- e) the ability to develop co-branded marketing initiatives.

Entitlements are determined by collaboration and agreement between the City of Ryde and the Sponsor.

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## 8. Sponsorships not Permitted Under this Policy

- a) The City of Ryde should not undertake sponsorships that:
- (i) require or imply the City of Ryde's endorsement of commercial products, services, companies, political parties or individuals;
  - (ii) limit the City of Ryde's ability to carry out its legislative functions fully and impartially;
  - (iii) personally benefit individual City of Ryde's Councillors, employees, or their friends/family;
  - (iv) pose any actual or perceived conflict with the broader policies and practices of the City of Ryde;
  - (v) pose any actual or perceived conflict between the objectives and values of the City of Ryde and those of the Sponsor; and
  - (vi) provide any actual or perceived interference in Council's operations by a foreign power.
- b) The City of Ryde will not accept sponsorship from entities which are primarily concerned with and derive their principle source of revenue from any of the following activities:
- (i) pornography;
  - (ii) gambling; (excluding Licenced and/or Community Clubs)
  - (iii) production or the sale of tobacco;
  - (iv) armaments and weapons manufacturing;
  - (v) sexual services; and
  - (vi) any activity that is contrary to law.

The City of Ryde retains the discretion to reject any sponsorship arrangement from any entity for any reason.

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## 9. Conflicts of Interest

Any sponsorship arrangement the City of Ryde undertakes must not compromise the City of Ryde's reputation, public image, probity or its ability to fulfil its legislative functions. Any sponsorship arrangement should not impose conditions or influence decisions or actions that would limit the City of Ryde's ability to carry out its functions fully and impartially.

There should be no actual or perceived conflict between the objectives and values of the City of Ryde and that of the Sponsor. The City of Ryde will not enter into sponsorship arrangements with a potential Sponsor whose interests, objectives and/or mission are in conflict with those of the City of Ryde.

Where there is an identified perceived conflict of interest with a potential Sponsor, staff will determine if appropriate mitigation measures can be implemented to address the perceived conflict prior to entering any sponsorship agreement in accordance with this policy.

## 10. Personal Benefits and Councillor Involvement

No Councillor or employee may seek or receive a personal benefit or be perceived to receive a personal benefit from a sponsorship. Any contribution from the Sponsor must be received by the City of Ryde, not directly to an individual, and must be seen to benefit the City of Ryde, not an individual.

Councillors, delegates of Council, and members of Council committees should not be involved in the seeking of sponsorship arrangements or negotiating sponsorship agreements. Councillors, delegates and committee members can suggest potential Sponsors to the CEO for consideration consistent with the Council's Sponsorship Procedure.

Only Council staff with appropriate delegations from the CEO will be involved in sourcing and entering sponsorship agreements.

## 11. Review Process and Endorsement

- This policy is to be endorsed by the Executive Team and adopted by Council.
- This policy should be reviewed every three years.
- Edits to this policy such as titles, departments or directorate names, updates to legislation or branding updates are considered minor in nature and not required to be formally endorsed.
- Substantial changes to this policy are to be endorsed by the Executive Team and adopted by Council.

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## 12. Related Documents

The following associated Policies relate to the Sponsorship Policy

*ICAC Sponsorship in the Public Sector (May 2006)*

*The Local Government Act*

*City of Ryde Code of Conduct*

*City of Ryde Gifts and Benefits Policy*

*City of Ryde Conflicts of Interest Policy*

## 13. Associated Procedure

Title	Content Manager Reference
Procedure – Sponsorship	D24/95673

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