



Council Policy

Sponsorship from Council

Version 2 - 28 August 2023

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Policy - external Sponsorship from Council

Introduction

Purpose

The purpose of this policy is to encourage the involvement of others in the provision of events and facilities in the city, while protecting community interests and values.

Scope

This policy applies to all applications to Council for sponsorship and provides the framework for an equitable, open and orderly process for providing sponsorship funds to external bodies and receiving funds for Council events and programs.

Policy statement

Sponsorship Program funding will be available through an annual round funding program for an event/activity for the maximum amount of \$20,000.

Principles

An applicant applying for sponsorship must operate within the Lake Macquarie City Council Local Government Area (LGA) or be able to demonstrate that the project will benefit residents of the Lake Macquarie LGA. The applicant must:

- a) have appropriate insurance and workplace health and safety policies in accordance with the sponsorship agreement
- b) be financially viable
- c) use funds for the purpose for which the sponsorship was awarded, unless written permission for variation has been obtained from Council prior to the activities being undertaken
- d) obtain all appropriate permits, approvals, and insurance relating to funded activities
- e) acknowledge the assistance of Lake Macquarie City Council in all promotions for funded activities. The Council logo must appear on all promotional material, for example, advertising, flyers, and event programs. Note: artwork featuring the Council logo must be approved by Council's Communications team
- f) invite Councillors or their representatives to any events or functions celebrating the launch or implementation of the funding outcomes
- g) if the funded activity is an event, produce a post-event report to Council, including an event expenditure summary.

Objectives

The main outcome of the Sponsorship Program is to enhance opportunities for residents and visitors to participate in major community, cultural and sporting activities across the city. The main objectives of the program are to:

- a) assist in building a diverse and economically strong community

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- b) attract visitation and grow awareness of Lake Macquarie
- c) meet directions highlighted in the Community Strategic Plan and Delivery Program.

Exclusions

Under this policy, Council does not provide sponsorship for:

- a) individuals
- b) projects, activities or events that do not meet the program assessment guidelines
- c) ongoing operating expenses, such as rent, salaries, printing, or general administration costs
- d) the purchase of equipment or items deemed as capital expenditure
- e) organisations raising funds on behalf of others
- f) recurring functions or events of a primarily social nature organised by not-for-profit groups and organisations
- g) government organisations, government-funded organisations, educational organisations or associated groups, unless otherwise stipulated in the funding guidelines.

Future sponsorship Priorities

Priorities for sponsorship are contained in the guidelines published when the applications are made available to the community.

Future sponsorship from Council will be based on:

- a) evaluation of previous years' program effectiveness. Should it be a repeat grant application, where the applicant have received Events and Festival grant funding previously, the review submission of the post festival and event funding acquittal report will be part of the assessment criteria.
- b) Council's corporate objectives and strategies, and current service provision
- c) economic opportunities and industry focus
- d) the amount of funding available for disbursement.

Sponsorship Program application process

The process for assessing and implementing sponsorship is outlined within the Sponsorship from Council Internal Procedure.

Review and evaluation

The effectiveness of sponsorship, including guidelines and criteria, is reviewed every two years.

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Controlled Document Information

Authorisation Details

Folder No:	F2005/02177	TRIM Record No:	D11102015
Audience:	External - Councillors, Council Employees, Contractors and Consultants		
Department:	Arts, Culture & Tourism	Officer:	Manager Arts, Culture and Tourism - Jacqui Hemsley
Key focus area(s):	Connected Communities		
Review Timeframe: Max < 4 years	2 years	Next Scheduled Review Date:	30 June 2025
Authorisation:	Adopted by Council - 28 August 2023		
Authorisation - Council Adoption Date:	28 August 2023		

Related Document Information, Standards & References

Related Legislation:	Local Government Act 1993	(Relationship/Context)
Related Policies:	Funding from Council Policy	An aligned policy that provides purpose for disbursement of funding for programs and projects
Related Procedures, Guidelines, Forms, WHS Modules/PCD's, Risk Assessments, Work Method Statements:	Funding from Council Internal Procedure	Support procedure and guidelines for staff and Assessors
	Sponsorship Funding Internal Procedure	Support procedure and guidelines for staff and Assessors
Standards, COP's & Other References	Nil	(Relationship/Context)

Definitions

Term / Abbreviation	Definition
Sponsorship	The right to associate the sponsor's name, products or services with the sponsored organisation's service product or activity, in return for negotiated benefits such as money or promotional opportunities.

Consultation (update for each version created)

Key Departments, Teams, Positions, Meetings:	Arts, Culture and Tourism, Communications and Corporate Strategy, Community Partnerships, Environmental Systems, Integrated Planning, and Financial Services., Creativity Portfolio Committee, Connected Communities Portfolio Committee.
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Version History

Version No	Date Changed	Modified By	Details and Comments
1	February 2021	Arts Culture and Tourism	Policy created
2	June 2023	Arts Culture and	Policy moved to new template. Added the exclusions of purchasing equipment and capital. The review of the post festival and event funding

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		Tourism	acquittal report will be part of the assessment criteria for applicants who have received events and festival funding previously.
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