

Council Policy

Council Policy Name: Sponsorship Arrangements

Responsible Directorate: Community and Commercial Services

Version: Adopted

1. PURPOSE

- 1.1. The purpose of this Policy is to outline the framework under which the City will enter into Sponsorship Arrangements for the purposes of facilitating the provision of a service, program, event, activity or endeavour that may contribute to the economic, social, environmental or cultural development of the City.

2. SCOPE

- 2.1. This Policy is applicable to applications for sponsorship from the City of Busselton.

3. DEFINITIONS

Term	Meaning
Policy	this City of Busselton Council policy titled "Sponsorship Arrangements"
Recipient	an individual or organisation that receives a contribution in cash and/or in kind from the City
Sponsorship Arrangement	an arrangement under which the City provides a contribution in cash and/or in kind to a Recipient for the provision of a service, program, event, activity or endeavour that may contribute to the economic, social, environmental or cultural development of the City

4. STRATEGIC CONTEXT

- 4.1. This Policy links to Strategic Theme 2. LIFESTYLE - A place that is relaxed, safe and friendly with services and facilities that support healthy lifestyles and wellbeing, of the City's Strategic Community Plan June 2021 and specifically the following Strategic Priority:
- a. 2.1: Recognise, respect and support community diversity and cultural heritage.
- 4.2. This Policy links to Strategic Theme 3. – OPPORTUNITY – A vibrant City with diverse opportunities and a prosperous economy, of the City's Strategic Community Plan June 2021 and specifically the following Strategic Priorities:
- a. 3.2: Facilitate an innovative and diversified economy that supports local enterprise, business investment and employment growth.
- b. 3.3 Continue to promote the District as the destination of choice for events and unique tourism experiences.

5. POLICY STATEMENT

- 5.1. The City has a strategic objective to work with key partners in the provision of a range of services and programs that support people of all ages and backgrounds. One of the ways in which the City does this is in the provision of sponsorship.
- 5.2. Applications for Sponsorship Arrangements should demonstrate an alignment to the social, economic, environmental and/or civic objectives of the City as outlined in the City's Strategic Community Plan.

- 5.3. Sponsorship Arrangements may be provided through the following programs:
 - a. Event Sponsorship – to assist in the funding and attraction of year-round events to the region. This is guided by the Council policy Events.
 - b. Community Bids – to provide financial assistance to organisations that provide services or activities to the community, of a value greater than that provided under the Donations, Contributions and Subsidies program; and
 - c. Donations, Contributions and Subsidies – to provide minor grants of financial assistance to eligible groups and individuals for the pursuit of personal endeavours which may have benefit to the broader community.
- 5.4. Sponsorship Arrangements will only be entered into where a budget allocation exists or, where there is no budget allocation, where it has been approved by Council.
- 5.5. Specific criteria outlined in the relevant Operational Practice and/or Guideline will be applied against each Sponsorship Arrangement proposal.

6. RELATED DOCUMENTATION / LEGISLATION

- 6.1. *Local Government Act 1995*
- 6.2. Council Policy: Events
- 6.3. Events Application Operational Practice
- 6.4. Community Bids Operational Guidelines 2019-20
- 6.5. Donations, Contributions and Subsidies Guidelines

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE	11 March 2020	Resolution #	C2003/081
Previous Adoption	DATE	14 October 2015	Resolution #	C1510/284