

SEEKING  
SPONSORSHIP  
FROM THE  
CITY OF  
CANADA BAY

## COMMUNITY SPONSORSHIP GUIDELINES

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## Overview

The City of Canada Bay is committed to supporting various projects, events, services and activities that benefit the community and support key themes represented in Council's FuturesPlan20 (FP20).

The City of Canada Bay allocates an annual budget to enter into sponsorship agreements with community organisations or groups. Two funding rounds are available each year and each round has a set budget that applies and is determined annually as part of Council's overall budget. This amount will be allocated in appropriate quantities by the City of Canada Bay to successful applicants.

Applicants may seek sponsorship from Council in the following ways:

- In-kind contribution (waiver of Council fees and charges)
- Cash contribution
- A combination of in-kind and cash contribution

## Aims

The program supports initiatives that assist Council in building:

- an active and vibrant city,
- a city of sustainable spaces and places,
- an innovative and engaged city
- a thriving and connected city

## Definition of sponsorship

Sponsorship is a contractual agreement between Council and a third party. It is a commercial arrangement which offers cash or in-kind support to a project, event or initiative in return for a specified benefit. Unlike grants, in a sponsorship agreement, Council has an expectation of a return on investment, such as increased profile through the initiative's publicity and promotional activities.

## Sponsorship eligibility

To be eligible for sponsorship funding, the following criteria must be met:

- The event or activity that sponsorship is sought for must be not-for-profit or social enterprise, and
- Contribute to one or more of the key themes of FuturesPlan20 (see page 5), and
- Be targeted at local and/or regional audiences, and
- Be located within the City of Canada Bay Local Government Area, and
- Provide a project budget (income and expenditure), and
- Where activities are primarily fundraising, a specific project or cause for which funds are being raised must be nominated.

Council will consider sponsorship applications outside these criteria but will give priority to those that adhere.

Successful applicants must sign and comply with a Sponsorship Agreement which includes a requirement for:

- Acknowledgement of Council (including logo) as a sponsor of the event/initiative
- Council is to have the opportunity to display banners (supplied by Council)
- Council is to have the opportunity for a stall at all events

As part of the sponsorship acquittal process, sponsorship recipients are to supply an acquittal report within two months of completion of the activity sponsored, as evidence that the activity was held as described in the application. Acquittal reports must include an income and expenditure summary, examples of promotional material and photos of the event. Applicants will not be considered for future Community Sponsorship funding if the acquittal report is not received by Council by the due date.

The following is **not eligible** for sponsorship funding:

- Profit making projects, initiatives or events
- Events or activities that are primarily a marketing or promotional exercise for a for-profit organisation
- Events available only to paid ticket holders, for the purpose of business profit
- Activities conducted outside the City of Canada Bay Local Government Area
- Fundraising activities with no specific objective

Please note applicants seeking funds for specific projects may be considered in Council's Community Grants Program.

## Applying for sponsorship

Council has two sponsorship funding rounds each year. Round One is for events or initiatives scheduled from 1 July-31 December. Round Two is for events or initiatives from 1 January-30 June. Each period will have an eight-week application period, when applications should be submitted to Council. This eight-week period exists to allow you time to submit your completed application. Any sponsorship seeker that believes they need earlier consideration of an application should liaise with Council to discuss their specific circumstances.

### Round One (1 July-31 December)

Round One is for events or initiatives scheduled from 1 July-31 December. Applications for Round One open in April of the year the event or initiative is taking place. All applications for events occurring during this round are to be submitted within the eight-week period from April to May.

### Round Two (1 January-30 June)

Round Two is for events or initiatives from 1 January-30 June. Applications for Round Two will open in September of the year preceding the event or initiative taking place. All applications for events occurring during this round are to be submitted within an eight-week period from September to October. The earlier period is due to timing of the last Council meeting of the year.

\* Please note, late applications will not be considered.

## Application procedure

A 'Seeking Sponsorship from City of Canada Bay Council Application Form' must be completed and returned to Council's Marketing & Sponsorship Coordinator. If your Sponsorship application includes a request to use a Council venue, equipment or facility, you must also complete the separate 'External Event Booking application form' and return to Council's Open Space Bookings Coordinator, as well as itemising requirements in the 'Seeking Sponsorship from City of Canada Bay Application Form'. Please note while two forms should be submitted simultaneously, they are processed separately so there may be differences in processing times or contacts within Council.

Applications must clearly outline the nature of the project or event, why it is being proposed, the benefits to the Council and the local community, how it addresses key themes in Council's FuturesPlan20, and the type or value of sponsorship sought. Applicants are encouraged to provide as much information as possible and should supplement or expand on the Application Form as need be.

## FuturesPlan20

FuturesPlan20 (FP20) is a 20 year plan adopted by the City of Canada Bay that outlines current and future strategies to face the challenges and changes facing our local community. FP20 was developed with the community, stakeholders and industry experts in order to develop a sustainable plan that will see our community through to a strong and healthy future.

The plan consists of seven key themes and Council is committed to ensuring that all its activities, including sponsorship contribute to these themes. The themes are:

- An Engaged City - vision for how local government operates in the City of Canada Bay. This means community engagement and the development of an effective two way flow of information between Council and the community; local decision making which is transparent and works in the interest of the community considering its many and diverse stakeholders; and effective internal processes and controls within Council.
- A Green City - a vision for the future of our natural environment and for environmental sustainability in the City of Canada Bay. This vision recognises our responsibility as a community to protect the environment and to preserve it for future generations.
- A Healthy City - vision for a healthy city is one in which people thrive through healthy activity, leisure pursuits and connection to a healthy physical environment. In a healthy city residents enjoy good health, can access a range of high-quality community and health services, and enjoy their City because it is safe, accessible and well-connected.
- A Liveable City - vision for the City of Canada Bay to be a liveable city relates to the built environment within our urban area. Buildings can provide communities with a sense of identity, pride and history and make an important contribution to the character and amenity of residential neighbourhoods and town centres.
- A Moving City - vision for a moving city is for well functioning transport and roads in the City. A moving city means physical community connectivity and access, as well as supporting business and commercial needs through effective transport logistics.
- A Prosperous City - vision for creating a prosperous city relies on successful local economic development. The development of a prosperous city requires Council and community investment to create economic wealth so that the whole community can enjoy a better quality of life.
- A Vibrant City - vision for a vibrant city captures the energy, cultural diversity and potential for creative community connection. A vibrant city is a place in which there are strong community relationships and cohesion; a celebration of diversity and lifelong learning; and good social support. People in a vibrant city enjoy a range of formal and informal cultural and social opportunities; are actively involved in the life of their City and feel a strong sense of pride in where they live.

## Assessment

Council will assess sponsorship applications against the criteria outlined in these guidelines. A recommendation of sponsorship agreements to be entered into will be outlined in a report to Council for final determination.

All applicants will be advised of the result of their submission as soon as the Council makes its decision. We aim for one month after close of submissions. Council advises that applicants consider this timeframe when applying or preparing to apply. Council reserves the right to adjust this time-frame in complex applications beyond their control and will advise the applicant if this happens.

All sponsorships will be undertaken in accordance with Council's policies and legislative requirements and to the mutual benefit of both parties. When Council determines applications for sponsorship, it will do so in a professional and coordinated manner that will withstand scrutiny and complies with Council's Sponsorship Policy and other relevant policies. Council will only consider engaging in sponsorship agreements where:

- Sponsorship could make it possible for a company/organisation to undertake beneficial non-core activities that could not otherwise be funded or undertaken to the same extent;

- Sponsorship could either reduce the cost of a particular event or activity or enable it, in the public interest, to be expanded or enhanced; and
- Sponsorship could achieve greater community awareness or public profile for Council, a particular service, program or product, than may otherwise have been possible.

## Important policy matters

- No Council officer or Councillor or their relatives or partners should seek or receive a personal benefit or be perceived to receive a personal benefit from a sponsorship agreement.
- There should be no real or perceived conflict between the objectives and mission of Council and those of the sponsor or the company/organisation seeking sponsorship.
- Council will not implement a sponsorship agreement with any party engaged in current or pending legal proceedings involving the Council or where the proposed agreement would contravene any section of the Local Government Act 1993 or where the proposed arrangement may expose Councillors, the Council or its staff to conflicts of interest.
- Similarly, if the term of the sponsorship agreement has commenced, and a conflict involving legal proceedings arises, the agreement will be terminated immediately.
- A sponsorship agreement may be reviewed in any case where, during the life of the sponsorship, the sponsor has a current application or matter before Council, or Council is aware of the possibility of an application or matter coming before the Council in the near future. Similarly, any attempted influence of Council's functions will result in an automatic review and/or termination of the sponsorship arrangement.
- Sponsor benefits or any sponsorships entered into with Council do not include implied endorsement by Council of the sponsors goods or services. Sponsorship agreements do not permit the use of Council's logo to promote their product.
- Recommended sponsorship recipients in each funding period for approval will be reported to Council.
- Council reserves the right not to expend the total sponsorship budget amount in any round, or to carry over funds from one round to another.
- Sponsorship applications outside of this Community Sponsorship Program must be directed to the General Manager.