



6. CORPORATE MANAGEMENT

Policy 6.1

Corporate Sponsorship

Version 3

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6.1 CORPORATE SPONSORSHIP

OBJECTIVE:

To provide principles for the negotiation and implementation of corporate sponsorship agreements.

POLICY:

General Principles

1. The General Manager, or an officer authorised by the General Manager, has the authority to seek and negotiate corporate sponsorship agreements.
2. Any consideration given to the establishment of sponsorship agreements shall have regard to the following:
 - (i) realistic servicing of the sponsorship by Council;
 - (ii) maintenance of a consistent and professional image of Council and the sponsor within the community at all times;
 - (iii) ICAC guidelines and sponsorship principles.
 - (iv) Will be considered with respect to public private partnership.
3. Sponsorship agreements are to be developed in line with Council's strategic planning and reflect unified and consistent themes.

Lithgow City Council will enter into negotiations with the view to executing written formal Sponsorship agreements with any company, partnership or sole trader who is reputable and whose public image, products and services are consistent with the values, goals and specific policies of the Council. Each project will be assessed on the individual merits of the sponsored project and the items to be sponsored

All parties to the sponsorship agreement acknowledge the good public image and reputation of each other and agree to work co-operatively and professionally to ensure that the good public image and reputation of each Party continues.

Recognition

Public and media recognition of Council's corporate sponsors will be negotiated with the sponsor and incorporated into a Corporate Sponsorship Agreement. The parties will execute a written formal contract and the contract will be the entire arrangement between the parties and no privileges for either party shall exist outside the concluded contract.

Sponsorship

- (i) The Sponsorship must not conflict or be seen to conflict with the objectives and policies of the Council;
- (ii) The Sponsorship should not impose or imply conditions that would limit the Council's ability to carry out its functions fully and impartially;

- (iii) The Sponsorship will not involve explicit endorsement of the sponsor or its products;
- (iv) The Sponsorship will not control or influence in any way any other dealings between the parties;
- (v) The Sponsorship may be terminated by the Council if any of the above situations occur. In particular:
 - (a) If Council is asked to make a determination in respect of an application made to it by the Sponsor for approval under a statute which requires the exercise of Council's discretion then the Council will have the right to forthwith terminate the sponsorship agreement and no party shall be entitled to claim compensation. The Council may also seek appropriate independent advice on the merits of the application, whether it ought to be approved and, if so, on what conditions;
 - (b) If Council is required to exercise its regulatory functions and serve a notice pursuant to a function on the sponsor the contract will be forthwith terminated without the right of either party to claim compensation.

Maintained by Department:	Executive	Approved by:	Council		
Reference:	Dataworks: Policy Register	Council Policy No:	6.1	Effective Date:	16/10/2006
Min No:	V1 - 06-349 V2 - 14-140 V3 - 19-340	Version No:	3	Reviewed Date:	Oct 2007 March 14 25/11/19
Attachments:					