Council Policy

SPONSORSHIP POLICY

Responsible Directorate:	*Office of the CEO*
Responsible Service Unit:	*Communications and Brand*
Contact Person:	*Manager Communications and Brand*
Date of Approval:	*18 August 2025*
Policy Review Committee Item No	*Item 4.7*

1. POLICY STATEMENT

The City of Wanneroo (the City) leverages from strategic sponsorship opportunities to provide social, economic or environmental benefits to the community and enhance the reputation and brand of the City in accordance with the Strategic Community Plan.

2. OBJECTIVE

The objective of this policy is to:

- coordinate fair and equitable assessment and approval processes for sponsorship arrangements;
- maximise sponsorship arrangements through clearly defined objectives;
- ensure sponsorships are aligned to the City's Strategic Community Plan, endorsed brand and values; and
- ensure transparency, good governance and risk management in all sponsorship negotiations and agreements.

3. KEY DEFINITIONS

DEFINITIONS: Any definitions listed in the following table apply to this document only.	
Community Funding	Financial support provided to individual residents, community or sporting groups, school parent and citizens associations and eligible organisations to enable the delivery of initiatives which promote healthy, safe, connected and inclusive communities.
Enterprise Funding	Financial and/or in-kind support which is provided by the City to individual residents or organisations to support strategic opportunities, policies and projects that drive job creation grow the local economy and deliver strategic outcomes for the City.
Outgoing Sponsorship	An agreement between City and an external party, where the City provides either financial or in kind support to an external party in return for specified social, economic and/or

	environmental benefits.
Sponsorship	A contractual business arrangement under which a sponsor, for a specified term, provides a contribution in cash and/or in kind in return for specified negotiated community benefits. Benefits purchased may include the right to public recognition or association with a service, program, event, activity, individual or infrastructure.
Sponsor	An individual or organisation that, for a specified term, provides a contribution in cash and/or in kind with the intention of receiving negotiated commercial benefits.
Sponsorship Recipient	An individual or organisation that, for a specified term, receives a contribution in cash and/or in kind in return for providing negotiated commercial benefits to a sponsor.

4. SCOPE

This policy applies to outgoing **sponsorship** arrangements entered into by the City, sponsorships may include financial and/or in-kind support.

This policy does not apply to **community funding**, **enterprise funding**, subsidies, advertising, informal collaborations, legal partnerships, or joint ventures. It does not include donations, gifts, prizes and awards which are given for philanthropic reasons, where financial or material assistance is given without expectation of anything in return.

5. IMPLICATIONS

Sponsorships will be distributed in accordance with the City's endorsed budget to ensure that public funds are distributed transparently in accordance with the Local Government Act 1995.

6. IMPLEMENTATION

6.1 Sponsorship Principles

The City will only enter into sponsorship arrangements with proposed **sponsors** or **sponsorship recipients** if the objectives, activities and/or products of the sponsor or sponsorship recipient are compatible with, and complementary to the City's vision, responsibilities and policies.

The following five key principles will be considered when determining sponsorship arrangements in accordance with this policy:

1. Community Benefit

Sponsorship activities should provide an opportunity to meet the social, economic, and/or environmental aspirations as outlined in the City's Strategic Community Plan and other community-directed plans.

2. Strengthening the City of Wanneroo Brand and Reputation

Sponsorship arrangements should enhance the City's reputation and reinforce the City's brand through positive promotional and marketing activities.

3. Risk Management

Potential risks for the City will be assessed prior to entering into sponsorship arrangements in accordance with the City's Risk Management Framework. If the assessment concludes the risks are unacceptably high or the City is receiving minimal value from the proposal, consideration of the proposal will be discontinued.

4. Good Governance

Sponsorship will be sought and provided using transparent processes. In the negotiation of sponsorship arrangements, the commercial value of the arrangement, including all cash and in-kind contributions, must be clearly identified and acknowledged.

5. Entrepreneurship and Revenue Raising

Sponsorship activities that present additional revenue raising opportunities for the City will be considered. This includes the potential commercial naming of City venues and facilities.

6.2 Sponsorship Outcomes

The City views its sponsorships as long-term investments in its commitment to the community. The City seeks to support initiatives that reflect the diversity of its community and meet the needs of the organisation through sponsorship arrangements of up to three years.

Sponsorships must address at least two of the following program outcomes as addressed in the program guidelines:

- Social Outcomes
- Economic Outcomes
- Environmental Outcomes

The City has an expectation that it will receive a return on investment through demonstrated benefits, including but not limited to:

- increased exposure of the City's brand, services and/or activities;
- the opportunity to build relationships that achieve the City's strategic objectives;
- promotional opportunities in media (print, radio, TV, online);
- recognition of the City as a sponsor in promotional material (at minimum through the presence of the City's logo in written materials, videos and digital media; verbally in any broadcasts or loud speaker channels and visually on any clothing or merchandise);
- naming rights;
- editorial/advertising in event, program or other literature; and/or

- ceremonial involvement and/or speaking role to an influential or relevant audience.

6.3 Eligibility

Only proposals that are consistent with the principles, eligibility and outcomes outlined in this Policy should be considered for sponsorship.

To be eligible, sponsorship applicants should:

- be a legally constituted entity or incorporated association with a current ABN;
- have Public Liability Insurance of at least $10 million (to be maintained throughout the sponsorship period);
- be based in the City or undertake activities within the City, for the benefit of local residents; and
- ensure that attendance/participation is free for community events (unless otherwise negotiated with the City).

6.4 Sponsorship agreement exclusions

Requests for sponsorship will not be considered for initiatives or events that:

- conflict with the City's events program or other activities;
- directly or indirectly contravene existing Council policy;
- create an actual or perceived conflict of interest;
- interfere with the City's compliance with, and exercise of, its legislative obligations;
- do not positively reflect the City's values and brand;
- are not consistent with the City's access and inclusion principles which support participation and equity for all members of the City's diverse community;
- could be perceived as benefiting a political party or campaign;
- are for the sole purpose of general fundraising activities;
- are for general operational expenditure (e.g. staff salaries, lease rent payments, insurance, office equipment);
- are to cover shortfalls in funding by state or federal government departments;
- are for major/capital equipment purchases or works;
- are for the purchase of property and/or land;
- are for facility maintenance projects;
- have already been completed prior to the proposal being submitted;
- are deemed inappropriate by the City i.e. pollution, destroy or waste non-recurring resources, illegal or political in nature; or
- promote tobacco, gambling, pornography, weaponry, drugs and/or alcohol
- the sponsorship value sought is greater than the total cost to deliver the proposed sponsored activity, event or initiative;
- the sponsorship recipient has outstanding debts or previous un-acquitted funds with the City; or
- the price placed on the sponsorship package does not represent value for money for the City as determined through the assessment process.

Sponsorship is not intended for any company or organisation to be viewed favourably by the City in any other business arrangements to which they might be a party. Sponsorship from companies who are in contract negotiation with the City will not be accepted where it may be viewed as an endorsement of the bid.

The City retains the right to decline a sponsorship proposal from any organisation, individual or in respect to particular products/services which the City in its sole discretion considers inappropriate.

6.5 Assessment

Sponsorship proposals are subject to assessment by a specialist panel. The assessment process includes a risk assessment and value for money assessment. The City may negotiate an alternative proposal which reflects the agreed value of the agreement as determined through the assessment process.

Subject to the proposed value of a sponsorship being considered, the panel will make recommendation and seek approval from Manager Communications and Brand ($5000 - $10,000), the Chief Executive Officer ($10,001 - $50,000) or to Council ($50,001 +) for formal approval.

6.6 Agreement

All sponsorships will be formalised in a legally binding agreement which contains associated requirements and conditions.

The City must dutifully undertake and abide by conditions of sponsorship agreements entered into.

The City is responsible for maximising the value of all sponsorships through the provision of marketing collateral, resources and/or other activities as specified in each agreement.

All sponsorship recipients are required to provide the City with outcome reports in relation to sponsorship outcomes and achievements as detailed in their agreement.

For long term sponsorship arrangements, a review will be conducted annually to ensure agreed outcomes are being achieved.

Sponsorship agreements may be terminated by mutual agreement where either party has breached the conditions of the agreement.

7. AUTHORITIES AND ACCOUNTABILITIES

Approvals will be coordinated for outgoing sponsorship proposals and agreements as follows:

Sponsorship Provided (cash and/or in-kind)	**Approval required**
Submissions between $5,000 and $10,000	Manager*
Submissions between $10,001 and $50,000	CEO*
Submissions over $50,001	Council

**Note – Details of these sponsorship approvals will be provided to Council Members for information.*

If any agreement contains an in-kind component pertaining to a waiver, concession or discount of a fee or charge, a separate approval is required in accordance with Section 6.12 of the *Local Government Act 1995* and the City's Delegations Register.

8. ROLES AND RESPONSIBILITIES

The Manager Communications and Brand is responsible for the implementation of this policy in collaboration with relevant service unit Managers.

9. DISPUTE RESOLUTION

Disputes in regard to this policy will be referred to the Chief Executive Officer. In the event that an agreement cannot be reached, the matter will be submitted to Council for a ruling.

Conflicts arising from personal relationships or financial arrangements of City Officers or Council Members involved in sponsorship assessment, approval or administration will be managed in accordance with the conflict of interest provisions in the City of Wanneroo Code of Conduct.

10. EVALUATION AND REVIEW PROVISIONS

The Sponsorship Program and this policy will be reviewed every three years to ensure:

- its effectiveness in enhancing the City's reputation and brand;
- that the benefits for the City are commensurate with the level of sponsorship provided or received;
- that program outcomes remain consistent with the City's strategic objectives;
- arrangements are managed professionally, in a manner that is transparent and accountable; and
- conflicts of interest are identified and managed appropriately.

11. REFERENCES

Community Funding Policy
Enterprise Funding Policy

12. RESPONSIBILITY FOR IMPLEMENTATION

Manager Communications and Brand

REVISION HISTORY

Version	Next Review	Record No:
1	September 2022	19/211442
2	September 2025	19/211442[V2]
3	September 2028	19/211442[V3]