

CP 4.19 Corporate Sponsorships	CP 4.19 Corporate Sponsorships	
CURRENT POLICY STATEMENT	PROPOSED	CHANGE NOTES
<p>SUSTAINABILITY THEME</p> <p>Governance</p>	<p>SUSTAINABILITY THEME</p> <p>Governance</p>	<p>Unchanged</p>
<p>OBJECTIVES</p> <ul style="list-style-type: none"> to form effective partnerships with the Corporate sector that generates revenue to deliver initiatives that benefit the community, the City and corporate partners; and to establish a framework for managing partnerships that is clear, equitable and transparent. 	<p>OBJECTIVE</p> <ul style="list-style-type: none"> to form effective partnerships with the corporate/not-for-profit sector and community groups that generates revenue or in-kind support to deliver initiatives that benefit the broader community, the City and the Partner; and to establish a framework for managing partnerships that is clear, equitable and transparent. 	<p>Added not-for-profit sector, community groups and in-kind support to reflect current partners and agreement conditions.</p>
<p>POLICY STATEMENT</p> <p>The policy applies to the Mayor, all Councillors and all employees of the City of Greater Geraldton.</p>	<p>POLICY STATEMENT</p> <p>The policy applies to the Mayor, all Councillors and all employees of the City of Greater Geraldton.</p>	<p>Unchanged</p>
<p>POLICY DETAILS</p> <p>In seeking to deliver Council approved initiatives in the most effective and efficient way to the Community, Council will pursue partnership opportunities with businesses and organisations. All partnerships will be investigated, developed, implemented and managed under the Everlasting City Partnerships program and in accordance with associated policies and processes.</p>	<p>POLICY DETAILS</p> <p>In seeking to deliver Council approved initiatives in the most effective and efficient way to the Community, Council will pursue partnership opportunities with businesses, organisations and community groups. All partnerships will be investigated, developed, implemented and managed under the Everlasting City Partnerships program and in accordance with associated policies and processes.</p>	<p>Added community groups.</p>
<p>1. Principles</p> <ol style="list-style-type: none"> The City will only consider partnerships with organisations that support the values, objectives and vision for the City of Greater Geraldton. The Everlasting City Partnerships program will result in building and strengthen relationships with the corporate sector and all tiers of our community. The Everlasting City Partnerships program will ensure a transparent, equitable and cohesive approach to all incoming sponsorship arrangements. The Everlasting City Partnerships program aims to reduce the cost of initiatives to our ratepayers. The Everlasting City Partnerships program will ensure community initiatives are delivered in the most cost effective and efficient manner. All initiatives included in the Everlasting City Partnerships program will be relevant to our community and deliver on community needs. The City will ensure the successful implementation and management of initiatives. The Everlasting City Partnerships program will ensure the alignment between partners and initiatives to ensure most appropriate allocation of partnership funding. The Everlasting City Partnerships program will be conducted in the spirit of goodwill. 	<p>1. Principles</p> <ol style="list-style-type: none"> The City will only consider partnerships with organisations that support the values, objectives and vision for the City of Greater Geraldton. The Everlasting Partnerships program will result in building and strengthen relationships with the corporate/not-for-profit sector and all tiers of our community. The Everlasting Partnerships program will ensure a transparent, equitable and cohesive approach to all incoming sponsorship arrangements. The Everlasting Partnerships program aims to reduce the cost of initiatives to our ratepayers. The Everlasting Partnerships program will ensure community initiatives are delivered in the most cost effective and efficient manner. All initiatives included in the Everlasting Partnerships program will be relevant to our community and deliver on community needs and aspirations The City will ensure the successful implementation and management of initiatives. The Everlasting Partnerships program will ensure the alignment between partners and initiatives to ensure most appropriate allocation of partnership funding. The Everlasting Partnerships program will be conducted in the spirit of goodwill. 	<p>Removed the word 'City' between the words Everlasting Partnerships in 1.2-1.5 and in 1.8-1.9.</p>

<p>1.10. Partnership funding differs from grant funded programs or donations.</p>	<p>1.10 Partnership funding differs from grant funded programs or donations.</p>	
<p>2. Council</p> <p>2.1. Partnership Agreements</p> <p>All City Partners will be provided with a formal letter of agreement clearly outlining roles and responsibilities, commitments and benefits. Agreements cannot be altered without the agreement of both the City and the Partner.</p> <p>2.2. Partnership Categories</p> <p>In the interests of equity and transparency in all partnership agreements, the following categories are offered. The final mix of what partners receive from the City will be decided in negotiation with them. Internally, each benefit will have a dollar value.</p> <p>2.3. Benefits</p> <p>All partners and sponsors are encouraged to discuss their preferred options for recognition based on their organisation’s own objectives.</p> <p>Benefits include, but are not limited to:</p> <ul style="list-style-type: none"> • logo placement on all relevant collateral; • television acknowledgment; • radio acknowledgment; • press advertising e.g. newspaper; • online advertising; • websites; • use of City logo; • Mayoral involvement including the Mayor at launches or a media photo opportunity; • social media acknowledgment; • display space at Library; • outdoor signage; • proactive media; • media releases; • naming rights; • invitation to VIP functions; • VIP night at Queens Park Theatre; • opportunity to present to Council staff on a relevant topic; • inclusion in the staff newsletter; • inclusion in welcome packs to the City; • poster space in City buildings; • dedicated support through Corporate Communications; • Honours Board for Platinum and Diamond sponsors; and • much more. <p>(Note: Benefits will be commensurate with the level of partnership contribution).</p> <p>2.4. Platinum: Partners will commit to \$50,001+</p> <p>Partners will be recognised with a tailored program with a value that matches the investment. All platinum partners will be included on an Honours Board in the City’s customer service area and a comprehensive recognition package.</p> <p>2.5. Gold: Partners will commit to \$25,001 - \$50,000</p>	<p>2.1 Council</p> <p>2.1 Partnership Agreements</p> <p>All Everlasting Partners will be provided with a formal letter of agreement clearly outlining roles and responsibilities, commitments and benefits. Agreements cannot be altered without the agreement of both the City and the Partner.</p> <p>2.2 Partnership Categories</p> <p>In the interests of equity and transparency in all partnership agreements, the following categories are offered. The final mix of what partners receive from the City will be decided in negotiation with them. Internally, each benefit will have a dollar value.</p> <p>2.3 Benefits</p> <p>All partners and sponsors are encouraged to discuss their preferred options for recognition based on their organisation’s own objectives.</p> <p>Benefits and recognition include, but are not limited to:</p> <ul style="list-style-type: none"> a) Generic recognition as outlined in attachment 1 b) Specific recognition as outlined in attachment 1. c) Generic benefits as outlined in attachment 1. <p>Benefits and recognition offered via the program will be reviewed on an as needs basis and changes made to ensure the City can fulfil the terms of its agreements.</p> <p>2.4 Gold: Partners will commit to \$10,000 - \$24,999</p> <p>Partners will be recognised with a generous benefits and recognition package that recognises and values their investment.</p> <p>2.5 Silver: Partners will commit to \$2,000 - \$9,999</p> <p>Partners contributions will be recognised with a variety of benefits and recognition that recognises and values their investment</p> <p>2.6 Bronze: Partners will commit to \$500-\$1,999</p> <p>Partners contributions will be recognised with a number of benefits and recognition that recognises and values their investment.</p> <p>2.7 Publications</p> <p>Two publications will be produced to support the program. A Prospectus, which outlines the program, and an Opportunities Brochure, which will be used in conversations with potential sponsors. High profile programs or events will have their own brochure developed to support conversations with potential sponsors.</p> <p>2.8 Initiatives</p> <p>To be eligible, initiatives must be:</p> <ul style="list-style-type: none"> • In the City’s current Corporate Business Plan; • In the City’s Long Term Financial Plan as approved by Council. • Identified as meeting a strategic/important community need or aspiration <p>If an initiative is not included in the City’s current Corporate Business Plan and Long Term Financial Plan, approval must be given by the Executive Management Team.</p>	<p>Benefits</p> <p>Removed list of benefits and Note statement. Added sentence regarding review of benefits and recognition.</p> <p>Platinum</p> <p>Removed to simplify negotiation process.</p> <p>Gold funding commitment reduced to \$10,000 - \$24,000 Removed specific recognition or benefit details.</p> <p>Silver funding commitment reduced to \$2,000 - \$9,999 Added specific recognition or benefit details.</p> <p>Bronze funding commitment reduced to \$500-\$1999 Removed specific recognition or benefit details.</p>

<p>Partners will be recognised with a number of benefits including, but not limited to, photos with the Mayor, logo placements and advertising. This will be done in negotiation with partners.</p> <p>2.6. Silver: Partners will commit to \$10,001 - \$25,000</p> <p>2.7. Bronze: Partners will commit to \$1,000 - \$10,000</p> <p>Partners will be recognised with a mention in a newspaper ad and other acknowledgements that make up the benefits package.</p> <p>2.8. Diamond: This triennial special relationship will be negotiated with the funding partner with specific benefits negotiated for the benefit of all parties.</p> <p>The benefits provided will depend on negotiations. Diamond sponsors will also be included on the Honours Board.</p> <p>2.9. Publications</p> <p>Two publications will be produced to support the program. A Prospectus, which outlines the program, and an Initiatives Bank, which will be used in conversations with potential sponsors. The Initiatives Bank will cover projects in different categories including Culture, Social, Environment, Economic and Governance; and includes different levels of sponsorships in each category.</p> <p>2.10. Initiatives</p> <p>To be eligible, initiatives must be:</p> <ul style="list-style-type: none"> • In the City’s current Corporate Business Plan; and • In the City’s Long Term Financial Plan as approved by Council. <p>If an initiative is not included in the City’s current Corporate Business Plan and Long Term Financial Plan, approval must be given by the Executive Management Team.</p> <p>Prospective partners will choose an initiative from the Everlasting City Partnerships Initiatives Bank which will also determine the category level of the partnership. Should the prospective partner wish to explore other initiative ideas these will be discussed with the City resulting in a mutually beneficial agreement. Recognition rights and benefits will be negotiated and a formal agreement between the City and its partner will be made.</p> <p>Initiatives are presented under the Council endorsed Pillars of Sustainability categories:</p> <ul style="list-style-type: none"> • Arts and Culture; • Cultural; • Social; • Environment; • Economic; and • Governance <p>2.11. Fund type</p> <p>Partners may choose to make their contribution via cash or in-kind. In-kind contributions must have proof of reasonably verifiable quotations.</p>	<p>Prospective partners may choose an initiative from the Everlasting Partnership Opportunities Brochure. Should the prospective partner wish to explore other initiative ideas these will be discussed with the City resulting in a mutually beneficial agreement. Recognition and benefits will be negotiated and a formal agreement between the City and its partner will be made.</p> <p>2.9 Fund type</p> <p>Partners may choose to make their contribution via cash or in-kind. In-kind contributions must have proof of reasonably verifiable quotations.</p> <p>2.10 Duration</p> <p>Each partnership agreement will include a timeframe in which the partnership is active. When the agreement expires and a new agreement is not negotiated, all benefits and recognition regarding the partnership will be discontinued.</p>	<p>Diamond Removed to simplify negotiation process.</p> <p>Publications: Initiatives Bank and content text replaced with Opportunities Brochure and the production of specific brochures for high profile events or programs.</p> <p>Initiatives: Added third dot point to reflect current agreements.</p> <p>Removed text regarding sustainability pillars.</p> <p>2.12 Duration Added as not addressed in current policy.</p>
<p>KEY TERM DEFINITIONS</p> <p>Initiative means a project, program, service or facility delivered by the City. Initiatives Bank means list of initiatives available to partners.</p>	<p>KEY TERM DEFINITIONS</p> <p>Initiative means a project, program, service or facility delivered by the City. In-kind Partnerships means the provision or receipt of goods or services to support or enhance an initiative at a reduced rate or free of charge.</p>	<p>Replaced Initiatives Bank with Opportunities Brochure</p>

<p>In-kind Partnerships means the provision or receipt of goods or services to support or enhance an initiative at a reduced rate or free of charge.</p> <p>Partnerships means relationships created with the purpose of delivering a project, program, service or facility and provides the right to associate the partner's name, products or services with the initiative, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities. It involves a negotiated exchange and should result in tangible, material and mutual compensation for the principal parties to the arrangement. Partnerships can take the form of cash and/or in-kind support.</p>	<p>Opportunities Brochure means a list of events, activities, projects or programs that are available for partnership.</p> <p>Partnerships means relationships created with the purpose of delivering a project, program, service or facility and provides the right to associate the partner's name, products or services with the initiative, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities. It involves a negotiated exchange and should result in tangible, material and mutual compensation for the principal parties to the arrangement. Partnerships can take the form of cash and/or in-kind support.</p>																																	
<p>ROLES AND RESPONSIBILITIES</p> <p>The Councillors, through the endorsement of the Corporate Business Plan and Long Term Financial Plan, will direct the opportunities of the Everlasting City Partnerships Initiatives Bank.</p> <p>The Director of Creative Communities is responsible implementing this policy.</p>	<p>ROLES AND RESPONSIBILITIES</p> <p>The Councillors, through the endorsement of the Corporate Business Plan and Long Term Financial Plan, will direct the opportunities of the Everlasting Partnerships Opportunities Brochure.</p> <p>The Director of Corporate and Commercial Services is responsible implementing this policy.</p>	<p>Replaced Initiatives Bank with Opportunities Brochure.</p> <p>Changed responsible directorate as Creative Communities no longer exists.</p>																																
<p>WORKPLACE INFORMATION</p> <p>Community Strategic Plan Local Government Act Annual Budget Framework Corporate Business Plan Long Term Financial Plan</p>	<p>WORKPLACE INFORMATION</p> <p>Community Strategic Plan Local Government Act Annual Budget Framework Corporate Business Plan Long Term Financial Plan</p>	<p>Unchanged</p>																																
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