

SPONSORSHIP

Policy No. 065

1 Purpose

The City of Darwin may enter into sponsorship arrangements with organisations to support new or existing programs, services, facilities or events which contribute to the quality of life for the Darwin community and enable Council to deliver on *Darwin 2030 - City for People. City of Colour.*

2 Scope

This policy covers both sponsorship support to third parties by the City of Darwin and sponsorship received by the City of Darwin Council.

This Policy outlines the principles by which sponsorships will be provided to ensure access to sponsorships is open, transparent and equitable.

3 Policy Statement

Sponsorship proposals must align with the strategic directions and targets outlined in the City of Darwin Strategic Plan. Benefits to the City of Darwin must be quantifiable and/or demonstrable.

Sponsorship is not:

- A donation
- A grant (covered by City of Darwin's Grants Programs)
- An operating subsidy
- A purchase of services, where the City determines the type of project or service it requires and develops a contract to control how this is delivered.
- An endorsement of any product, service or factional cause by the City of Darwin
- Part of normal assistance programs of the City of Darwin
- Generally applicable to those programs or events eligible for consideration under the Grants Program
- Advertising, or any part of an advertising package
- Philanthropic, as a sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement

All sponsorship arrangements will be undertaken in a professional and co-ordinated manner, and in accordance with relevant City of Darwin policies.

When granting sponsorship, the City of Darwin is obliged to consider the provisions relating to granting financial assistance in the Local Government Act

Sponsorship proposals should fall into one of the following categories:

- Business, industry, economic or city activation
- Cultural, social or the arts
- Sporting, or healthy lifestyle orientated

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- Innovation
- Environment

City of Darwin does not generally sponsor the following (unless they are directly related to the corporate objectives or local government)

- Conferences,
- Seminars,
- Functions,
- Individuals,
- Record attempts
- Fundraisers

Sponsorship Criteria

Organisations must demonstrate that their public image, products and services are consistent with the goals and values of the City of Darwin, and a commitment to enhance community life in Darwin.

Sponsorship may assist in enabling local, national or international programs, events and activities to be held within Darwin. Such events may contribute to the identity of the city, economic growth and promote community participation by residents and visitors. Such sponsorships which are strategically focussed and reflect the values and objectives of the City of Darwin will be considered.

Proposals must not conflict with Council's policies and responsibilities to the community or be political in nature or have a political affiliation.

The City of Darwin has an expectation that it receives a return on this investment through demonstrated benefits. Sponsorship benefits are outlined in the Sponsorship Guidelines which will be updated annually.

Canvassing or Lobbying

Canvassing or lobbying of Elected Members and Council staff in relation to the sponsorship proposal during the application and assessment process may result in the application being excluded from the sponsorship program.

External Sponsorship of a City of Darwin activity

Council may enter into an agreement to accept external sponsorship of a City of Darwin activity or program. Sponsorship must not compromise or question the integrity or expected service delivery levels of the City of Darwin activity.

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External sponsorship requests will be assessed individually and in accordance Council policy and delegations.

4 Definitions

Sponsorship is defined as a commercial arrangement in which a sponsor provides a contribution in money or in kind, to support a service, event, facility or program in return for specified benefits. Sponsorship differs from grants programs, donations and operating subsidies.

Value in Kind (or, **in kind**) refers to an arrangement whereby the City of Darwin forgoes revenue for things for which they would normally charge a fee. Services incurring a real cash cost to City of Darwin are not supported through in kind.

Acquittal is a written report submitted after the funded project is complete. It details how the recipient administered the relevant funds and met the project out comes.

5 Legislative References

Part 2.3 of the Local Government Act establishes the role, functions and objectives of Councils which provide the basis for City of Darwin's active role in community, cultural and social development.

6 Procedures / Related Documents

City of Darwin Grant Guidelines on Council website

City of Darwin Sponsorship Guidelines on Council website

City of Darwin Sponsorship Online Application

City of Darwin Sponsorship Agreement (template)

City of Darwin Policy No.088 Unsolicited Proposals

City of Darwin Access and Inclusion Plan 2019-2022

Darwin 2030 – City for People. City of Colour.

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7 Responsibility / Application

Sponsorships are to be approved by Council resolution, unless less than \$10,000 in value and received out of the annual competitive round undertaken as part of Council's annual budget process.

Sponsorships less than \$10,000 in value and received outside of the competitive round annually will be determined by the Lord Mayor and Chief Executive Officer.

8 Document Control

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1	21\0479	25/09/2012	Adopted	25/09/2016
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