



KENTISH COUNCIL POLICY

COMMUNITY VENUES SPONSORSHIP POLICY

Policy Number 02:36:2014

POLICY NUMBER	02:36:2014
OBJECTIVE	To provide a framework for sporting clubs, community groups and Kentish Council for seeking sponsorship.
STATUTORY AUTHORITY	All with the provisions of the <i>Local Government Act 1993</i> section 75.
POLICY	Adopted: 18 December 2014 Minute number: 11.2.2 Revised: 16 June 2015 Minute number: 11.2.2

1. INTRODUCTION:

Kentish Council owns and maintains a large number of community and sporting facilities on behalf of the community. These facilities are public assets that are accessed by a broad cross section of the community. Sponsorship provides community organisations and sporting clubs with an important source of income that can support the delivery of sport, recreation and events that benefit the local community.

It is important that any messages associated with sponsorship are considerate of all people who access those facilities, are age and culturally appropriate and are consistent with the values and integrity of Kentish Council. It is important for community organisations and clubs to document the terms of sponsorship to define limitations and expectations of all parties, particularly in relation to sponsor signage.

This Policy provides guidance to community and sporting groups that have formal agreements, leases or licence arrangements with Council for use of community facilities who wish to enter into sponsorship agreements that may involve requests to display signage in or on buildings, reserves or reserve infrastructure.



DEFINITIONS

Community venue - means any buildings and/or reserves and associated infrastructure owned by Kentish Council that are used primarily for structured sport, recreation or events by an organisation/club that may have a lease or any other executed use agreement with Council.

Excessive drinking and/or fast food messages - means any display of messages or imagery that depicts people consuming these products. This does not mean display of a business, brand, or product name or logo within the alcohol or fast food industry.

Naming rights - means the exclusive right for an organisation to name/brand a venue, event or program and for the name/brand to be reflected on formal signage and communications using the following format “**(VENUE) PROUDLY SPONSORED BY (SPONSORS NAME)**” or “**(VENUE) SPONSORED BY (SPONSORS NAME)**”.

Political messages – means the display of any message that endorses a political party, ideal, position or opinion on any topic.

Sponsorship - means any agreement where a business provides funds, resources or services to an organisation or club in return for some rights that may help the business. Sponsorship is not philanthropic as a sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.

SCOPE

The purpose of this Policy is to define the principles for accepting and granting of sponsorship proposals and relates to signage on community facilities that are leased or under a usage agreement with Council.

The following are not considered sponsorship and are excluded from consideration:

- Where acknowledgement is limited to uniforms and Newsletters and any other means by which Council has no interest or influence;
- Donations;
- Grants, bequests, endowments, hospitality, gifts and prizes which are given for philanthropic reasons, where financial or material assistance is given without expectation of anything in return;
- Grants and/or goods provided through a formally recognised program for a specified purpose with no expectation of a commercial return;
- Joint ventures, consultancies or partnerships, in which organisations share ownership and responsibility for the ultimate outcome or product; or
- Scholarships.

Kentish Council will not accept sponsorship from organisations promoting activities:

- That are deemed inappropriate by Council, such as discriminatory, illegal or political activities;
- Which do not positively reflect the Council's core values and brand;
- Which promote smoking, gambling, adult entertainment, and/or excessive drinking or consumption of 'fast' food.



POLICY PURPOSE/OBJECTIVES

- to provide a framework to clubs and organisations that wish to seek sponsorship to expand their income for better sustainable outcomes.
- to ensure Council's brand and reputation is protected.
- to confirm that any form of sponsorship that involves sponsor acknowledgement signage will be subject to assessment under the current Kentish Council planning scheme.
- to confirm that sponsor acknowledgement signage within the building will be covered by this Policy.

POLICY STATEMENT

- Council supports community organisations and sporting clubs seeking sponsorship which includes the development of sponsorship packages and advertising arrangements. The full costs of obtaining and managing sponsors is to be borne by the organisation or club.
- Any sponsor's messages displayed at Council owned facilities must be to the satisfaction of Council. A reasonable person should not find the message offensive or discriminatory.
- Council reserves the right to disallow any requests to display messages it deems inappropriate.
- The organisation or club must ensure that all signage is covered by its own insurance policy, to the level prescribed in their agreement, licence or lease agreement.

RELATED POLICIES AND PROCEDURES

- The current Kentish Council planning scheme
- 02:22:2005 Asset Management Policy updated 21/09/2010
- 02:24:2009 Harassment, Bullying and Antidiscrimination Policy 16/06/2009
- 06:03:2004 Free Standing Signs updated 17/04/2012

RELATED LEGISLATION

- Tasmanian Anti-Discrimination Act 1998
- Tasmanian Defamation Act 2005
- Tasmanian Local Government Act 1993



SPONSOR ACKNOWLEDGEMENT

Before an application is made for sponsorship organisations and clubs are encouraged to discuss the application with Council officers.

Applications for the installation and display of sponsor acknowledgment signage must be addressed to the General Manager and include graphics, design and materials specifications for any proposed signage to be displayed including photographs of the location.

Sponsors signage affixed to a sponsor's board or mounted in a non-permanent fashion (e.g. a rail) is allowed to be displayed inside buildings providing that the signage complies with the criteria in the Policy. Permission to display such signage is not required.

Consistent with the terms and conditions of Council's agreements and leases, any structural alterations to buildings and reserve infrastructure requires the written approval of Council.

All other requests for signage must comply with the current Kentish Council planning scheme.

Once approval is given for existing sponsorship or new applications the organisation or club does not need to reapply each year if the business or organisation providing the sponsorship changes and the sign changes for this reason. If additional signs are required to be erected then an organisation is encouraged to contact Council officers to see if a new application is needed.

NAMING RIGHTS

Applications for naming rights will be considered under the following conditions:

- the naming rights are limited to sports grounds only (i.e. ovals, pitches, and playing surfaces) or a specific area/portion within a reserve, but not the entire reserve (i.e. Mural Park in the Kentish Health Care Centre Park or the oval in the Sheffield Recreation Ground) and must be in the form "**(VENUE) PROUDLY SPONSORED BY (SPONSORS NAME)**" or "**(VENUE) SPONSORED BY (SPONSORS NAME)**";
- the term of the sponsorship (i.e. naming) agreement is limited to the term of the club's licence, lease or agreement over the community venue;
- the proposed name of the sports ground is not in any way offensive or discriminatory; and
- the community venue ground is only referred to the 'sponsored name' in club, association, competition or league promotions and marketing.

Community venue naming rights remain vested with the Kentish Council as venue owner and manager.

The sports ground is only referred to by the approved 'sponsored name' in club, association, competition or league promotions and marketing. Council names for the



reserve, pavilion and any other public building will prevail in public documents e.g. Council reports, engineering / road plans, directories, web-sites etc.

A copy of the proposed naming rights sponsorship agreement is to be submitted as part of the approval process.

Council will detail in writing the scope of the agreement with organisations seeking naming rights sponsorship.

Not all applications for naming rights will be approved.

Upon approval, the organisation/club will be permitted to install a single information sign that complies with the current Kentish Council planning scheme.