

# **GUILDFORD BOROUGH COUNCIL**

## **SPONSORSHIP POLICY**

**This policy document sets out the Council's definition of 'sponsorship' and the terms upon which the sponsorship may be both sought and accepted by the Council.**

### **1 DEFINITION**

For the purpose of this policy, sponsorship is defined as "an agreement between the Council and the Sponsor, where the Council receives either money or in-kind contribution to support a service, facility or activity in return for certain specified benefits from an organisation or individual which or who in turn gains publicity or other benefits from the Council."

### **2 OBJECTIVES**

- 2.1** To ensure the Council maximises the opportunities to obtain commercial sponsorship for appropriate events, campaigns or initiatives which provide sponsors with attractive packages which offer value for money for both parties.
- 2.2** To ensure the Council's position and reputation are adequately protected in sponsorship agreements, which are consistent with the Council's values and the Nolan principles.
- 2.3** To ensure that the Council adopts a consistent and professional approach towards sponsorship.
- 2.4** To ensure best value is obtained and provided in sponsorship arrangements.

### **3 GENERAL PRINCIPLES**

- 3.1** The Council will actively seek opportunities to work with organisations and individuals by identifying sponsorship opportunities of mutual benefit and which are in keeping with its Corporate Plan and Constitution.
- 3.2** The Council welcomes all opportunities to work in such partnerships. It will not, however, put itself in a position where it might be perceived that such a partnership has, might have, or may be thought to have:
  - a) Influenced Councillors or officers in carrying out its statutory functions in order to gain favourable terms from the Council in any business or other agreement;
  - b) Aligned the Council with any organisation which conducted itself in a manner which conflicted with or undermines the Council's strategic priorities, values, aims and objectives;
  - c) Limited the Council's ability to carry out its functions fully and impartially;
  - d) Personally benefitted Councillors, Council employees, their friends or families, or business associates.

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### **3.3 The Council will not therefore, be able to entertain agreements for sponsorship with:**

- I. Organisations not complying with the Council's advertising code or CAP codes for broadcasting and non-broadcasting, sales promotions and direct marketing, or other statutory or regulatory requirements enforced by the Advertising Standards Authority (ASA).
- II. Organisations involved in unlawful discrimination against people with one or more protected characteristics within the terms of the Equality Act 2010.
- III. Organisations in financial, planning, legal or other conflict with the Council.
- IV. Organisations with a political purpose.

**3.4** The Council retains the right to decline to enter into sponsorship agreements with any organisation or individual or in respect of particular products or projects which the Council in its sole discretion considers inappropriate for whatever reason.

**3.5** The Council will agree with the other party the nature and content of the publicity and will retain the right to approve all advertising material. The Council has a strong corporate identity and materials must not detract from this.

**3.6** The Council will at all times comply with its procurement policy and procedures and shall, in accordance with those procedures, advertise any material sponsorship opportunities to potential sponsors.

## **4 PROCEDURES**

**4.1** Before seeking sponsorship, Council officers must consider this document and follow the guidelines and checklist provided.

**4.2** The Council will maintain a sponsorship register on the website and the Council's intranet, The Loop. It will be the responsibility of the Economic Development Team to enter the completed agreements on this register.

**4.3** All material sponsorship bids and offers of sponsorship (typically above £5,000) shall be approved by the Director of Environment and relevant Portfolio Member. In the event that the Director of Environment or relevant Portfolio member have concerns about whether the sponsorship or advertising opportunity conflicts with the rules or ethics of the Council, the Managing Director in consultation with the Monitoring Officer should approve the Proposal.

**4.4** Sponsorship agreements must be referred to Legal Services for review prior to signing.

**4.5** Potential sponsors must be referred to this policy.

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### 5 APPENDICES

#### 5.1 Sponsorship Checklist:

##### **Staff Sponsorship Checklist**

Sponsorship can be very effective in supporting events, festivals and other Council activities not just from the financial perspective, but many sponsors often bring good ideas and expertise and sometimes offer volunteers. Please refer to the Council Sponsorship Strategy.

Please research your target sponsors before approaching them. Understanding a company's and individual's objectives will help you to devise packages more likely to appeal to them. Remember businesses will only sponsor you if they can see a return on their investments, which meets company objectives.

This research should also help to prevent the authority becoming involved with sponsorship agreements that are in conflict with our Policy.

Make sure you check the following:

1. Are you looking to fund a statutory service? If so, do not proceed.
2. Check the register of existing sponsors/current bids on The Loop under Economic Development to see if there already any current discussions with potential sponsors.
3. Ensure you do due diligence about the potential sponsor – does it comply with the Policy. Please check with relevant departments such as Finance, Legal, Planning, etc. to ensure they are not in conflict with the Council and seek approval/advice from your Director/Lead Councillor.
4. Have you discussed external signage as part of a sponsorship package? If so you may need planning consent, so do not commit to this without checking.
5. Whatever the value, promote the sponsorship opportunity on the Council's sponsorship web pages (under business). Ask your web administrator for help. In this way, we have ensured transparency and made the opportunity available to all. Ensure that all sponsorship arrangements are recorded in writing and check with Legal Services if a formal sponsorship agreement is required
6. Submit details of the sponsorship to the Economic Development Team who will input this on the Sponsorship Register.
7. Ensure that any promotional material or press releases involving the sponsor are agreed with Strategy and Communications Team
8. For longer-term sponsorship, carry out an evaluation of your sponsorship deal every year to ensure your sponsor is happy and that the deal is still good value for both parties, but also make regular checks to ensure there are no changes in the circumstances of the sponsor that might conflict with the Policy.
9. If you have any concerns about the reputation or status of the sponsor, speak to Director of Environment or Managing Director (in consultation with the Monitoring Officer).

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## Sponsorship Checklist Flow Chart

