

Council Policy

Sponsorship from Council

Version 3 - DRAFT

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Policy - external Sponsorship from Council

Introduction

Purpose

The purpose of this policy is to;

- a) actively encourage and attract local, national and international large-scale events (sporting, cultural or other) into the city through the provision of sponsorship
- b) Support high-value approaches from individuals, businesses and organisations that provide an equal or greater return to the city
- c) assist in building a diverse and economically strong community
- d) attract visitation and grow awareness of Lake Macquarie

Scope

This policy applies to all applications to Council for sponsorship and provides the framework for an equitable, open and orderly process for providing sponsorship funds to external bodies and receiving funds for Council events and programs.

Policy statement

The *Local Government Act 1993* allows councils to provide funding and donations to individuals or organisations for the purposes of exercising its functions.

The policy provides the guidelines for which sponsorship may be applied for, assessed, and administered.

Principles

An applicant applying for sponsorship must operate within the Lake Macquarie City Council Local Government Area (LGA) or be able to demonstrate that the project will benefit residents of the Lake Macquarie LGA. The applicant must:

- a) use funds for the purpose for which the sponsorship was awarded, unless written permission for variation has been obtained from Council prior to the activities being undertaken
- b) be financially viable
- c) obtain all appropriate permits, approvals, insurance and workplace health and safety policies relating to funded activities
- d) acknowledge the assistance of Lake Macquarie City Council in all promotions for funded activities as per the schedule in the sponsorship agreement
- e) invite Councillors or their representatives to any events or functions celebrating the launch or implementation of the funding outcomes
- f) produce a post-event report to Council, including a sponsorship expenditure summary.

Objectives

The Sponsorship Program is designed to;

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- a) enhance opportunities for residents and visitors to participate in major community, cultural and events and programs across the city.
- b) assist in building a diverse and economically strong community
- c) attract visitation and grow awareness of Lake Macquarie
- d) meet directions highlighted in the Community Strategic Plan and Delivery Program and/or the Events and Festivals Strategic Action Plan 2024-2028.

Priorities for sponsorship are contained in the guidelines published when the applications are made available to the community.

Future sponsorship from Council will be based on:

- a) if the applicant has received funding through the Event and Festival Grant program in prior years, their previously submitted post-event acquittal report will be reviewed as part of the assessment criteria for the current application.
- b) Council's objectives and strategies, and current service provision
- c) economic opportunities and industry focus
- d) the amount of funding available for disbursement.

Sponsorship Program application process

The process for assessing and implementing sponsorship is outlined within the Sponsorship from Council Internal Procedure.

Review and evaluation

The effectiveness of sponsorship, including guidelines and criteria, is reviewed every four years.

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Controlled Document Information

Authorisation Details

Folder No:	F2005/02177	TRIM Record No:	D11921246
Audience:	External – Councillors, Council Employees, Contractors and Consultants		
Department:	Arts, Culture & Tourism	Officer:	Manager Arts, Culture and Tourism - Jacqui Hemsley
Key focus area(s):	Social		
Review Timeframe: Max < 4 years	4 years	Next Scheduled Review Date:	
Authorisation:			
Authorisation - Council Adoption Date:			

Related Document Information, Standards & References

Related Legislation:	Local Government Act 1993	(Relationship/Context)
Related Policies:	Funding from Council Policy	An aligned policy that provides purpose for disbursement of funding for programs and projects
Related Procedures, Guidelines, Forms, WHS Modules/PCD's, Risk Assessments, Work Method Statements:	Funding from Council Procedure	Support procedure and guidelines for staff and Assessors
Standards, COP's & Other References	Sponsorship Funding Internal Procedure	Support procedure and guidelines for staff and Assessors

Definitions

Term / Abbreviation	Definition
Sponsorship	The right to associate the sponsor's name, products or services with the sponsored organisation's service product or activity, in return for negotiated benefits such as money or promotional opportunities.

Consultation (update for each version created)

Key Departments, Teams, Positions, Meetings:	Arts, Culture and Tourism, Communications and Corporate Strategy, Community Partnerships, Environmental Systems, Integrated Planning, and Financial Services., Economic Portfolio, Social Portfolio.
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Version History

Version No	Date Changed	Modified By	Details and Comments
1	February 2021	Arts Culture and Tourism	Policy created
2	June 2023	Arts Culture and Tourism	Policy moved to new template. Added the exclusions of purchasing equipment and capital. The review of the post festival and event funding acquittal report will be part of the assessment criteria for applicants who have received events and festival funding previously.

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3	August 2025	J Hemsley	Revised to improve clarity and focus. Procedural content has been relocated to the associated procedure document. Removed individuals from the ineligibility list and provided additional clarity for the purpose.
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