



Outgoing Sponsorship Policy

Purpose

This policy establishes how sponsorship decisions support the implementation of the Local Government Association of Tasmania's (LGAT) strategic priorities by providing a set of principles to guide LGAT in making decisions about sponsorship requests.

Definitions

Sponsorship: The right to associate LGATs name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities, and maybe be referred to as partnerships. It involves a negotiated exchange and results in tangible, material and mutual compensation for the principal parties to the arrangement.,

Sponsorship does not include grants or direct funding, monies paid through a bidding process; endorsements, donations, bequests or philanthropic gestures which impose no obligations or purchasing or selling goods or services (including advertising space, editorial comment of advertorials).

Sponsorship is not provided directly to individuals (staff or members of LGAT) to attend training courses, personal development opportunities or other such activities.

In-kind sponsorship: The provision or receipt of goods or services to support or enhance an initiative at a reduced rate or free of charge. These arrangements are liable for GST.

Outgoing sponsorship: When LGAT provides sponsorship to another party for an initiative.

Incoming sponsorship: When LGAT receives sponsorship from another party for an initiative. Incoming sponsorship is not dealt with in this policy.

Variation of Policy

The Chief Executive Officer reserves the right to review, vary or revoke this policy at any time, in consultation with the General Management Committee.

Budget

An annual allocation of approximately \$5000 per year is available for direct funding of sponsorship requests. In-kind sponsorship requests have no set value but must be considered in the context of existing work priorities and resource availability.

Principles

1. Sponsorship proposals must be assessed against, and align with, the LGAT's strategic priorities.

In addition, specific consideration must be given to the initiative's ability to:

- Enhance LGAT's public image and reputation;
 - Increase effectiveness of strategic programs;
 - Communicate key messages or promote LGAT initiatives to target audiences;
 - Create employment opportunities for the sector;
 - Observe good social, economic and environmental practice and encourage community engagement;
 - Build and enhance existing relationships at the local, state and national level;
 - Be of benefit to our members; and
 - Encourage key stakeholders' participation in important issues and initiatives.
2. A business approach must be applied to sponsorship activities to receive value for money. This should not be interpreted as lowest price when providing sponsorship.
 3. To ensure value for money is achieved, LGAT staff may consult with members or relevant stakeholders to establish if multiple approaches for sponsorship have been received and/or whether a collective approach to sponsorship is warranted.
 4. A high standard of ethical behaviour and fair dealing will be demonstrated when brokering and engaging in sponsorship arrangements, including:
 - Considering objective advice on the value of the sponsorship initiative;
 - Disclosing and resolving conflicts of interest with a sponsor or organisation;
 - Ensuring the initiative can be terminated if appropriate;
 - Ensuring the integrity of LGAT is not compromised; and
 - Maintaining high standards of confidentiality, privacy and accountability.
 5. Activities and associations, relating to sponsorship arrangements, must be appropriate and not seen to diminish the reputation and goodwill of LGAT. The motivations of organisations for entering into sponsorship agreements must be known before an agreement is executed.
 6. Any sponsorship must also not compromise the reputation, probity or impinge on the ability of LGAT to fulfil its statutory and official functions. Any potential or actual conflicts of interest must be addressed in the initial assessment process.

What will not be sponsored

1. Organisations unwilling to provide sufficient information on the proposed program.
2. Programs involving products, brands or companies whose principles and practices conflict with those of LGAT or Local Government generally.
3. Activities intended to provide the sponsored body with private profit or gain.
4. Programs which don't provide promotion opportunities for LGAT.
5. Organisations that have not fulfilled previous sponsorship agreements.

6. Retrospective funding or budget deficits.
7. Organisations or events where there is clearly no relevance to Local Government.
8. Activities that promote or encourage drinking, smoking or any substance abuse or gambling.
9. Activities that compromise public or member confidence in LGAT.
10. Initiatives and/or events which compete or conflict with LGAT or Local Government activities or those of partners.
11. Individual or political parties.
12. Organisations or events where the sponsorship fee would be used to provide sponsorship or grants to third parties.

Procedures.

1. Only the CEO can authorise sponsorship agreements.
2. Proposals must be presented in writing, provide sufficient detail for assessment and be received well in advance of commencement of the initiative. All relevant aspects of the sponsorship agreement must be documented and archived.
3. Sponsorship is valued at the price which would have been charged if financial or in-kind assistance was not available.
4. LGAT's preference is to receive sponsorship applications and make determinations annually; however, it will receive and consider applications throughout the year.

Recognition of LGAT support

Sponsorship benefits to LGAT in return for financial or value in-kind contributions awarded under this policy may include featuring LGAT's logo in project signage, promotional material or advertising, site or exhibition space, public acknowledgements in speeches and media materials, invitations to participate in the opening ceremony, or including materials in information packs.