



(Review Date: November 2027)

SANDBACH TOWN COUNCIL SPONSORSHIP POLICY

Purpose of Sponsorship Policy

- Further the Council's corporate strategy by publicly supporting individuals and organisations which deliver services in line with its objectives
- Reinforce the Council's position as a key partner in the community
- Reinforce the Council's position as a supporter of local people, groups and organisations who need help to maximise their talent and opportunities
- Provide a framework and control measures
- Ensure compliance with legislation, advertising industry codes and other Council policies
- Support development of commercial partnerships with the private sector in the interests of the Sandbach community
- Safeguard the Council's image, reputation and brand identity

Definition

- To sponsor something is to support an event, activity, person, or organisation financially or by providing products or services. It should be mutually beneficial
- Sponsorship should not be confused with other types of discretionary funding which the Council administers e.g. Community Small Grant Scheme / Community Grant Scheme which come under separate Council policies
- Sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organisation which offers in return rights and association that may be used for **commercial advantage** in return for the sponsorship investment.
- Sponsorship can involve the Council sponsoring an individual (subject to its powers) or organisation.
- If a request is made for an external organisation to 'sponsor' the Council this will be treated as advertising and will come under a separate arrangement. Any organisation wishing to sponsor a Council owned product or service should be also considered under the Council's advertising arrangements.

Barriers to Sponsorship

Sponsorship is not a way for any company or organisation to be viewed favourably by the Council in any other business arrangements they might be a party to.

Organisations that will not be considered or approved for sponsorship opportunities include, but are not limited to, those which represent a conflict of interest or are connected directly or indirectly with the following:-

- Advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues
- Disparagement or promotion of any person or class of persons
- Promotion or incitement of illegal, violent or socially undesirable acts
- Promotion or availability of tobacco products, weapons, gambling or illegal drugs
- Financial organisations and loan advancers with punitive interest rates
- Promotion or availability of adult or sexually orientated entertainment materials

Process

A **sponsorship application form** must be completed to define the sponsorship opportunity for a potential applicant.

All sponsorship arrangements will be subject to an appropriate signed agreement between the Council and the sponsor, determined by the nature and scale of the arrangement.

The Council must ensure and define a 'return on investment' when it undertakes to sponsor an individual or organisation. A defined benefit should be demonstrated and derived by the Council from the sponsorship arrangement. As a minimum this will include:

- i) Displaying the Council's Logo on clothing / kit / publicity
- ii) Including reference to Council sponsorship and support in all forms of publicity
- iii) Feeding back events and progress to the Council either in writing or in person regularly (at least annually)

Publicity and media coverage must be agreed by the Council for all appropriate sponsorship arrangements.

The use of Council branding and logos must adhere to the Council's Corporate Identity or Brand Guidelines.

Criteria for Successful Sponsorship Applications

- An individual / organisation who lives, works or can prove some identification with Sandbach and who requires financial help to progress
- A Sandbach based club / association / organisation serving specific section of the community or the community as a whole in keeping with the Council's Corporate Objectives

- Individuals or their organisations must generally 'operate' within the Sandbach boundary, this does not exclude regional or national bodies that benefit the people of Sandbach
- Individuals or organisations who display potential to progress in local, regional or national events and competitions and require financial assistance to support their ambitions and aspirations

General Power of Competence (GPoC)

In 2020 CHALC advised that:

- Unless the Council has the GPoC, they cannot **grant** money to an **individual**
- (In terms of legislation) sponsoring is no more than a regular grant
- The Council could give a grant to an organisation that the individual / athlete is involved with but not the individual themselves without GPoC
- If the council has GPoC then they can give a grant or sponsor an individual (within the confines of its own policy)

Financial Implications

Sponsorship provision must be considered annually as part of the Council's budget setting exercise. Sponsorship proposals must be recommended by Finance, Policy and Governance Committee and ratified by Council within the annual grant budget provision and in line with this policy.

CL Chief Officer

10.10.23