

<b>SPONSORSHIP POLICY</b>	
Council Policy	
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## 1. POLICY STATEMENT

The Port Augusta City Council contributes funds to a range of organisations and individuals for a variety of reasons and occasions each financial year through the provision of Sponsorship, Community Grants and Operating Subsidies.

## 2. PURPOSE

### 2.1 Purpose

To outline the availability of the various support mechanisms available for community and sporting groups and individuals.

### 2.2 Scope

This policy applies to all community and sporting groups, individuals and businesses seeking financial support or subsidies from Council.

### 2.3 Strategic Reference

#### 1. Community

1.3 People of all ages, cultures, abilities and interests have access to services, facilities and experiences that support their wellbeing.

#### 5. Governance and Financial Sustainability

5.3 We are in a surplus financial operating position

## 3. PRINCIPLES

### 3.1 Community Grants

Community Grants assist projects or events which have broad community appeal and directly benefit or promote the Council. A pool of funding is included within the budget each year, and is made available through formal application processes.

### 3.2 Sponsorship

A sponsorship is an arrangement where Council partners with an organisation to provide financial support but also provides additional benefits in return to Council such as advertising. Organisations will be encouraged to enter into a sponsorship agreement to simplify the financial support arrangements, where they require a variety of financial support or subsidy arrangements from the Council.

## 4. COMMUNITY GRANTS

4.1 Community grants are capped at \$2,000. A project can only be funded once through a community grant and the program or event must take place within the Council area.

4.2 Grants are not for sponsorship to attend conferences/events, prizes or award ceremonies. Grants are not open to commercial activities (unlike sponsorship).

4.3 Sport related grants will only be eligible for funding if their nominated local sporting club, group or organisation is registered and actively working through the STARCLUB program (if applicable).

- 4.4 Sports related grants will only be eligible for individual athletes to participate in an officially recognised competitive event that has a set of rules and a code of conduct recognised by a State/National Sporting Association.
- 4.5 Arts and Culture applications will be considered for emerging artists, musicians, cultural workers and groups for waiver of fees associated with the hire of Council venues.
- 4.6 Funding is provided for individuals/groups who are residents of the City of Port Augusta to pursue achievements in their chosen area of expertise. This may include, but is not limited to, significant sports and recreation, arts and culture and group endeavours.
- 4.7 All funding is paid retrospectively. Evidence of expenditure and attendance must be provided by the organisation/ individual receiving a Grant to enable disbursing of funds.
- 4.8 Funding is not recurrent. Funding in one financial year does not guarantee funding in subsequent years. All assessments will be made on their individual merits within the framework of the guidelines attached to the Application Form.
- 4.9 Community Grants are open year round and applications should be received at Council at least 6 weeks prior (if possible) to the events taking place. Applications received after the activity has occurred will not be accepted.
- 4.10 All applications for funding will be assessed against the eligibility criteria outlined in the application and guidelines documentation. The amount of funding or support assessed against the eligibility criteria is at the discretion of the delegated Council officer, in accordance with the available approved budget.

## **5. SPONSORSHIP**

- 5.1 Organisations must apply for a sponsorship agreement to simplify the financial support arrangements, where they require support in excess of \$2,000 per annum.
- 5.2 A sponsorship arrangement allows Council to partner with an organisation to provide financial and in-kind support, but also provides an opportunity for Council to obtain benefits in return, such as advertising.
- 5.3 Sponsorship may include financial or in-kind Council support from one or more existing Council budgets for community grants, community event support and operating subsidies.

### **5.3.1 Operating Subsidy**

Support may include a variety of mechanisms, including but not limited to financial support for an event, program or Festival, group active achievement support and other financial subsidies or in-kind services.

### **5.3.2 Financial Subsidy**

Funding may be provided to an organisation to provide a good or service to the community. This may include events and activities that are being held in Council venues, or a payment or waiver of payment by Council, on behalf of the community, for the provision of a good or service that would otherwise not be supplied, or would only be supplied at higher prices if provided purely on commercial terms, such as waiver of venue hire, lease and licence fees and discretionary rate rebates.

### **5.3.3 Leases and Licence Fees**

Community or Sporting Groups may receive financial support from operating subsidies in the form of reduced or waived lease and licence fees. These will be negotiated on a case by case basis, in accordance with the Lease and Licence Policy and fees and charges register.

#### 5.3.4 Discretionary Rate Rebates

Businesses, Community or Sporting Groups may receive financial support from operating subsidies in the form of discretionary rate rebates. Effective from the 2022/23 financial year, groups will be issued with rates notices for the full liability, and be able to apply for financial assistance to help cover the cost, to be included within their Sponsorship agreement.

5.4 Sponsorships may be for a period up to three years and Council aims to develop partnerships over several years for ongoing events and festivals.

5.5 Sponsorship proposals must align with the Council's strategic directions and outcomes. Benefits to the Council must be quantifiable and/or demonstrable.

5.6 Sponsorship proposals should fall into one of the following categories:

- Business, industry, economic or city activation
- Cultural, social or the arts
- Environment
- Local Community Support

5.7 Council does not generally sponsor Conferences, Seminars, Functions, Individuals, record attempts or fundraisers (unless directly related to the Council or local government).

#### 5.8 Sponsorship Criteria

5.8.1 Events and projects selected for sponsorship will have a broad appeal across the community and attract a large number of participants and include activities that are free or low-cost and are accessible to the community.

5.8.2 The program or event must take place in the Council area.

5.8.3 Organisations must demonstrate that their public image, products and services are consistent with the goals and values of Council, and a commitment to enhance community life.

5.8.4 Sponsorship may assist in enabling local, national or international programs, events and activities to be held. Events may contribute to the identity of the city, economic growth and promote community participation by residents and visitors.

5.8.5 Proposals must not conflict with Council's policies and responsibilities to the community or be political in nature or have a political affiliation.

5.8.6 Council endeavours to receive a return on investment through demonstrated benefits. Potential benefits are outlined in the Sponsorship Guidelines.

#### 5.9 Community Events

5.9.1 Community Event support is capped at \$10,000. The event must take place within the Council area.

5.9.2 All applications for funding will be assessed against the eligibility criteria outlined in the application and guidelines documentation. The amount of funding or support assessed against the eligibility criteria is at the discretion of the delegated Council officer.

5.9.3 All funding for Community Events will be paid on the condition that the event proceeds, if the event does not proceed, the funds must be returned to Council.

## **5.10 Sponsorship Application**

- 5.10.1 Applications for Sponsorship over \$5,000 are accepted in one funding round, prior to the development of the annual budget. Calls for applications will be advertised in January/February for Sponsorship for the following financial year.
- 5.10.2 All applications for sponsorship will be assessed against the eligibility criteria outlined in the sponsorship guidelines. The amount of funding or support assessed against the eligibility criteria is at the discretion of the delegated Council officer.
- 5.10.3 The proposed level of sponsorship is provided to Council as a part of the annual budget process.
- 5.10.4 Sponsorships less than \$5,000 may be applied for throughout the year, and will be determined by the Chief Executive Officer, in accordance with any remaining allocated Sponsorship budget.
- 5.10.5 Canvassing or lobbying of Elected Members and Council staff in relation to the sponsorship proposal during the application and assessment process may result in the application being excluded.

## **6. RESPONSIBILITY & REVIEW**

### **6.1 Responsible Officer**

Community Facilities and Events Coordinator

### **6.2 Availability**

This policy will be available on Council's website.

### **6.3 Review**

This policy will be reviewed within 12 months of a General Election for Local Government, or as required to meet other obligations.

## **7. REFERENCES**

### **7.1 Council References**

Community Grant Application Form  
Sponsorship Application Form  
Sponsorship Program Guidelines