

Policy Details

Directorate:	Community Services
Branch:	Marketing and Events
Responsible Manager:	Marketing and Events Manager
Date adopted:	04/03/2020 (minute number 25/2020)
Date for review:	2 years from the date of adoption or date of last review
Legislative basis:	Section 189 (Expenditure on grants to community organisations) Local Government Regulation 2012
Related Documents - forms and procedures	Sponsorship and Promotions Procedure (DM: 13455305)

1. Policy Purpose

The purpose of this policy is to establish the framework and guidelines for the development and management of incoming sponsorship and promotional activities for Logan City Council and its related internal and external stakeholders.

The policy requires officers responsible for negotiating or participating in sponsorship and promotional arrangements for and/or on behalf of Council events, programs, activities and facilities to use the incoming Sponsorship and Promotions Policy as the authority for such purposes.

This policy meets the annual reporting requirements under section 189 of the Local Government Regulation 2012, and is consistent with Council's existing commercial purchasing and tendering policies and procedures.

2. Scope

This policy applies to the officers responsible for negotiating or participating in incoming sponsorship and promotional arrangements for and/or on behalf of Council events, programs, activities and facilities, and includes all councillors, employees and contractors working for Council regardless of whether they are permanent, temporary, full-time, part-time or casual. For the purposes of this policy, the term contractor includes on-hired temporary labour services (agency staff) and sub-contractors.

3. Policy Statement

This policy sets a vision for sponsorship practices of Logan City Council that will provide for a holistic approach, aligning efforts with Council's Corporate Plan priorities.

This policy provides the operating principles and broad direction for Logan City Council's Sponsorship Advisory Group to oversee its implementation. Reporting to relevant Council committees will be made by the Marketing and Events Manager.

The policy ensures that Logan City Council and its sponsors achieve their desired outcomes whilst adhering to Council guidelines and procedures and retaining appropriate levels of transparency and accountability. The sponsorship and promotions policy will provide the process to:

- a) secure additional revenues to assist in the overall delivery of Council's events, programs, activities and facilities and to offset staging and administration costs
- b) maintain affordability for participants of Logan City Council's events, programs, activities and facilities and add value to their overall experience

- c) generate increased funding to support community initiatives and extend the Council's current program offerings
- d) improve the perception of ratepayers of the value for money for Council provided community services
- e) assist council in promoting its messages in the marketplace through leveraging sponsors' media and distribution channels
- f) generate greater corporate interest by creating tailored sponsorship properties to suit sponsors' specific objectives
- g) establish a streamlined application and management process for Council and sponsors.

Sponsorship and Promotions Procedure

All decisions and/or actions made under this policy must be made in accordance with the Sponsorship and Promotions Procedure (DM: 13455305)

4. Reporting

The Marketing and Events Manager will report on sponsorships in accordance with relevant delegations.

5. Definitions

The following definitions apply to this policy.

TERM	DEFINITION
Incoming Sponsorship	The monetary and non-monetary support received to support Logan City Council's events, programs, activities and facilities in return for the right to promote a sponsor's name, image, product or services. Does not include joint ventures, consultancies, hospitality and gifts or donations where the reciprocal benefit provided by Logan City Council does not extend beyond some modest acknowledgement.
Promotion	The process of creating an awareness of the product/service and stimulating demand for the product/service. It includes advertising, publicity and public relations.
Publication	The general term for a written product used to promote the organisation e.g. annual report etc.
Sponsorship Advisory Group	The Sponsorship Advisory Group consists of Managers appointed to or invited to the group to review the sponsorship program. The group is chaired by the Marketing and Events Manager.

Document Control

File:	1169646-1	Document Id:	13471668
Amendment History			
Version Number	Description of Change	Author / Branch	Date
1.0	Original version	Marketing & Events	19 February 2020
2.0	Amended	Marketing & Events	4 March 2020