



### Sponsorship Policy

Version	Date of Adoption	Minute Reference	Review Date	Originator
2023-12	14.12.2023	443-2023	March 2024	G White

## WORPLESDON PARISH COUNCIL SPONSORSHIP POLICY

### **1. Policy**

1.1. This policy sets out our definition of sponsorship and the terms upon which sponsorship may be both sought and accepted by Worplesdon Parish Council.

1.2. Worplesdon Parish Council is looking to maximise sponsorship from the following:

- Events e.g. Armistice Day, music festivals, community clean-up events
- Activities e.g. Sports equipment/playground equipment
- Christmas trees/lights in each of the four villages (Fairlands, Jacobs Well, Perry Hill and Wood Street Village)
- Assets e.g. Buildings, land, maintenance of flower beds, maintenance of floral planters, memorial benches, memorial trees, sculptures, etc.

1.3. As well as helping the Council to generate an additional revenue stream, this will also provide opportunities for local businesses and other organisations to market their goods and services, thereby contributing to wellbeing of the Parish and local areas.

### **2. Definition**

2.1. For the purposes of this policy, sponsorship is defined as: “an agreement between Worplesdon Parish Council (the Council) and the sponsor, where the Council receives either money or a benefit in kind for an event, campaign, or initiative from an organisation which in turn gains publicity or other benefits”.

### **3. Objectives**

3.1. To ensure the Council’s position and reputation are adequately protected in sponsorship agreements.

3.2. To ensure that the Council adopts a fair, consistent and professional approach towards sponsorship.

3.3. To ensure best value is obtained and provided in sponsorship arrangements, including any arrangements made where the Council receives either money or benefits in kind.

3.4. To protect Members and individual Officers from allegations of inappropriate dealings or relationships with sponsors.

### **4. General Principle**

4.1. The Council will actively seek opportunities to work with both local and national organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with our strategic direction and core values.

4.2. The Council welcomes opportunities to work in such partnerships. The Council will not, however, put itself in a position where it might be said that such a partnership has, or might have, or may be thought to have:

- a) Influenced the Council or its Officers in carrying out its statutory functions in order to gain favourable terms from the Council in any business or other agreement.
- b) Aligned the Council with any organisation which conducts itself in a manner which conflicts with the Council's values.

4.3. The Council will not consider agreements for sponsorship from:

- a) Organisations not complying with the Code of Practice of the Advertising Standards Authority.
- b) Religious Organisations.
- c) Organisations in financial, planning, legal or other conflict or dispute with the Council.
- d) Organisations with a political purpose, including pressure groups and trade unions.
- e) Organisations involved in the promotion of any activity that is unlawful under Equality and Diversity legislation.
- f) Organisations with any record of unlawful activity either in the past or currently in the judicial system.
- g) Organisations involved in gambling or the production and sale of weaponry including firearms.
- h) Manufacturers of tobacco, alcohol, or pornography.

4.4. The above list is not exhaustive, and the Council retains the right to decline sponsorship from any organisation or individual, or in respect of particular products which the Council, in its sole discretion, considers to be inappropriate.

4.5. The Council will agree with the sponsor the nature and content of the publicity and will retain the right to approve all advertising material.

4.6. The Council has a strong corporate identity and sponsorship materials must not detract from this.

4.7. The Council will, at all times, comply with our procurement policy and procedures, and may, in accordance with those procedures, advertise a sponsorship opportunity to potential sponsors.

4.8. The Council will consider accepting sponsorship from Councillors and Officers, and organisations for which they work or are involved with. However, the Council's Code of Conduct will apply, and any individual involved will not take part in discussions, or the decision-making process.

## **5. Procedures for Sponsorship**

5.1. Before seeking sponsorship Council Officers must consider this policy document and follow the guidelines provided.

5.2. All sponsor bids for £500 or less shall be approved by the relevant Committee.

5.3. All sponsor bids over £500 shall be approved by Full Council.

5.4. It is recommended that all potential sponsors are referred to this policy. Before agreeing to any

sponsorship opportunity all financial costs must be identified including the sponsorship equivalent value of any sponsorship in kind.

## **6. Disclaimer**

- 6.1. Acceptance of sponsorship does not imply endorsement of products or services by the Council.
- 6.2. The Council provides no guarantee to the sponsor as to the success or otherwise of any publicity or other sponsorship opportunities. No refunds will be provided by the Council in these circumstances.
- 6.3. Council Officers and Members are required to declare in advance if they have any personal interests, involvement, or conflicts of interest and will take no part in the consideration of sponsorship with that particular organisation.

## **7. Conflict of Interests**

- 7.1. Council Officers and Members are required to declare in advance if they have any personal interests, involvement or conflicts of interest and will take no part in the consideration of sponsorship with that particular organisation.

Review date: March 2025