

# SPONSORSHIP

## COUNCIL POLICY

### PURPOSE

This Policy outlines City of Palmerston sponsorship opportunities and governance framework and details the process for providing support through sponsorship.

### PRINCIPLES

Council is committed to supporting initiatives which benefit the Palmerston community through:

- Open and transparent governance, as well as ensuring Council is financially sustainable.
- Achieving the Outcomes of Council's Community Plan.
- Developing vibrant, engaged and more resilient communities.
- Distributing funds in an equitable, transparent, and sustainable manner.

### DEFINITIONS

For the purposes of this Policy, the following definitions apply:

TERM	DEFINITION
Sponsorship	Where Council makes financial contributions to support events, initiatives or projects that provide significant recognition, foster economic development and promote growth within City of Palmerston.

### POLICY STATEMENT

#### 1. Criteria

- 1.1. Sponsorship requests must be made by completing the relevant webforms on City of Palmerston's website.
- 1.2. Sponsorship requests must provide a clear benefit to Palmerston and must identify how the proposed activity or event relates to Palmerston's Community Plan, Municipal Plan and/or associated frameworks or strategies.
- 1.3. All requests for funding are subject to eligibility criteria.
- 1.4. The success of applications is determined by their relevance and value to the Palmerston community.

- 1.5. Community groups, incorporations and/or not-for-profit organisations are eligible to apply for Sponsorship.
- 1.6. Requests by commercial entities will not be considered except as outlined in Clause 3.3 of this Policy.
- 1.7. The success of applications is determined by their relevance and value to the Palmerston community.
- 1.8. Financial support is limited to one successful application per financial year.
- 1.9. A funding agreement prepared by Council, outlining conditions, must be signed by the successful applicant and returned to City of Palmerston prior to disbursement of funds.
- 1.10. Funding requirements are detailed in the Community Funding Program Guidelines and available on City of Palmerston's website.

## 2. Sponsorship

- 2.1. All applicants must submit a copy of the Sponsorship Package which details all levels/categories of sponsorship including costs and benefits.
- 2.2. The applicant is responsible for the appropriate display of the Council's branding, as deemed appropriate by the Chief Executive Officer or Council.
- 2.3. No acquittal is required.

## 3. Funding Decisions

- 3.1. A Council decision is not required for requests for funding of \$2,000 and under.
- 3.2. Requests for funding over \$2,000 will be presented to Council for decision.
- 3.3. Where a request for a Sponsorship is made which does not comply with the criteria outlined

## ASSOCIATED DOCUMENTS

- City of Palmerston Community Funding Program Guidelines.

## REFERENCES AND RELATED LEGISLATION

- *Local Government Act 2019.*

## POLICY DETAILS

OWNER	Chief Executive Officer	RESPONSIBLE OFFICER	General Manager Community
APPROVAL DATE	4 March 2025	NEXT REVIEW DUE	3 March 2029
RECORDS NUMBER	626922	COUNCIL DECISION	10/1776