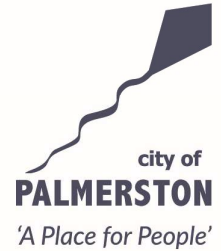


POLICY



SPONSORSHIP

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

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 the 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 above and is deemed to have merit by the Chief Executive Officer, the request will be referred with recommendation to Council for consideration.

ASSOCIATED DOCUMENTS

- City of Palmerston Community Funding Program Guidelines.

REFERENCES AND RELATED LEGISLATION

- Local Government Act 2019.

OWNER		CHIEF EXECUTIVE OFFICER	
Responsible Officer	General Manager Community		
Approval Date	4 March 2025	Review Date	3 March 2029
Record Number	626922	Council Decision	10/1776

