



SPONSORSHIP POLICY

POLICY NUMBER: EXEC-CEO-006

PURPOSE

The purpose of this policy is to:

1. provide guidance in the application of sponsorship;
2. achieve best practice for sponsoring a variety of events or projects that raise the profile of the City and:
 - a. increase economic advantage; or
 - b. celebrate, develop and engage the community.

SCOPE

This policy applies to all community members seeking sponsorship from the City and all City officers with responsibility for administering the sponsorship and/or with financial management.

DEFINITIONS

CEO means the Chief Executive Officer of the City.

City means the City of Kalgoorlie-Boulder.

Council means the City's governing body comprised of elected members.

Sponsorship the provision of cash or 'in-kind' support offered by the City to external organisations as a mutually beneficial arrangement.

POLICY STATEMENT

The City recognises the importance of the role projects and events play in contributing to the vitality of the City, the activation of spaces, our sense of community and well-being, and increased economic advantage.

POLICY DETAILS



1. Sponsorship applications

- a. Applications requesting sponsorship are open all year round and are not limited to application rounds;
- b. Applications are, at all times, subject to funding availability;
- c. As well as providing financial support, in-kind support may be offered where deemed applicable upon assessment. This may include, although is not limited to, assistance with event specific requirements;
- d. Applications are limited to one per financial year per organisation unless specifically set out in the Sponsorship Application and Guidelines, however multiple or a series of events can be included within one application.
- e. Applications that require consideration by Council (i.e. are over \$10,001+) must be received by the City a minimum of 6 weeks prior to the date of the event.

2. Criteria for assessment

Sponsorship requested cannot exceed more than 50% of the total cost of the event or project and must be consistent with the City's Sponsorship Application and Guidelines:

- a. The sponsorship program will not support:
 - i. individuals;
 - ii. organisations or groups that are unincorporated;
 - iii. private functions;
 - iv. schools, P&C associations, political parties, lobby groups or religious groups;
 - v. Capital equipment;
 - vi. organisations raising funds on behalf of another group which is itself a recipient of financial assistance from Council or is a federal or state government funded initiative;
 - vii. projects or organisations who have not satisfactorily acquitted previous City sponsorships or grant funds;
 - viii. applicants who have not fulfilled previous sponsorship obligations; and
 - ix. applications where the funds are to be used entirely for the costs associated with running an organisation (for example salaries and rent).
 - x. events that have commenced or begun promotion, the City cannot sponsor retrospectively;
 - xi. organisations that have an outstanding debt with the City.



3. Categories of sponsorship

- a. Sponsorship consists of three categories which are designed to maximise the benefit of diverse applications:
 - i. Partnerships;
 - ii. Sponsorship; and
 - iii. Quick Response.
- b. Table 1 below summarises the types of sponsorship and who has authority to approve such sponsorship.

Table 1

Category	Amount	Approval	Definition
Partnership	\$10,001+	Council	Large scaled high profile events or projects
Sponsorship	\$2001 - \$10,000	CEO	New or established events that: <ul style="list-style-type: none"> • attract a significant amount of visitors to the City; • generate a high volumes of community participation; or • have a direct and positive impact on the City
Quick Response	\$0 - \$2000	CEO	Small-scale, time sensitive or unforeseen projects and events that have a positive impact on the City or contribute to our sense of community.

4. Recognition of the City as a sponsor

The applicant must detail how they will promote and recognise the support of the City. This may be (but not limited to) any of the following:

- a. Signage at the event;
- b. Inclusion of the City logo in press advertising or any promotional material;
- c. Acknowledgement of the City in radio or television advertising;



- d. Opportunities for the Mayor or their representative to open the event or make a presentation; and
- e. Any tickets provided to the City by event organisers are required to be distributed to the Office of the CEO and the CEO will ensure an appropriate record is kept of such distributions.

5. Assessment process:

- a. Applications for the Sponsorship Program are assessed throughout the year, with available funding distributed across the financial year.
- b. Sponsorship will be determined by:
 - i. Applicants meeting the sponsorship eligibility criteria set out in clause 2;
 - ii. Alignment with any of the City's strategic and community plans;
 - iii. The predicted level of mutual benefit;
 - iv. The event or project's sustainability;
 - v. The City's financial capacity; and
 - vi. Previous financial assistance provided by the City to the applicant.
- c. The City and Council reserve the right to not support applications.
- d. Canvassing of Councillors may disqualify applications.

6. Guidelines

The City will from time-to-time develop, maintain and implement guidelines in relation to the implementation of this policy.

COMPLIANCE REQUIREMENTS

RELEVANT DOCUMENTS

Sponsorship Program Application and Guidelines
Sponsorship Acquittal



DOCUMENT CONTROL		
Responsible department	Economic Development	
Date adopted by Council	27 March 2023	Resolution number: 14.2.1
Date of last review	27 March 2023	Policy reviewed and amended n/a
Date of next review	March 2025	