

Corporate Sponsorship (Outgoing/Incoming) Policy

Policy Identifier:	GTS-003-P
Approved by:	General Meeting
Date of Approval:	10 June 2020
Effective Date:	10 June 2020
Review Date:	10 June 2023
Version:	8

Head of Power

Local Government Act 2009

Redland City Council Corporate Plan 2018-2023

Policy Objective

To provide a framework to facilitate appropriate sponsorship (financial and in-kind) to the community that enhances the breadth and quality of community programs and events in Redland City which will increase community capacity, economic opportunities and build a greater understanding of Council's role in the community.

Policy Statement

Redland City Council, through its Corporate Plan is committed to enriching community lifestyles and making a positive difference in our customers' lives through the services we provide. We are forward thinking, engaged and strive to maintain the highest standards of service to ensure we are delivering real value.

Council is committed to:

- Ensuring the equitable and impartial distribution of sponsorship funds is via an accountable and transparent process in accordance with established criteria and Corporate Sponsorship Guideline (Outgoing).
- Ensuring all funding is provisional on clear outcomes, performance indicators and terms and conditions of a funding agreement.
- Ensuring there are clear written administration guidelines and procedures, a program information kit and record keeping for the administration of sponsorship funds (financial and in-kind) of an event, project, service or activity.
- Ensuring funds are distributed to activities, events and/or projects that align to Council's Corporate Plan 2018-2023.

In order to enhance, extend and/or offset costs associated with producing community events and other projects, Council will explore and, if appropriate, enter into sponsorship agreements to receive monetary or in-kind benefits in return for agreed tangible promotional benefits from Council.

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Definitions

Term	Definition
In-kind contribution	Support, other than money, provided by Council towards an event, project, service or activity. This may include, but is not limited to, marketing and promotion or donated goods and services.
Incoming sponsorship	A business transaction in which a sponsor provides a financial contribution or value in-kind to Council to support an event, project, service or activity in return for negotiated commercial or other benefits. It is a business transaction because it involves an exchange that has measurable value to each party in commercial, communication or philanthropic terms.
Outgoing sponsorship	A business transaction in which Council provides a financial contribution or value in-kind to support an event, project, service or activity in return for negotiated commercial or other benefits. It is a business transaction because it involves an exchange that has measurable value to each party in commercial, communication or philanthropic terms.

Associated Documents

- Redland City Council Corporate Plan 2018-2023
- Corporate Sponsorship Guideline (Outgoing) ([A176924](#))
- Corporate Sponsorship Guideline (Incoming) ([A176979](#))
- Sponsorship Program Information Kit

Document Control

Only Council can approve amendments to this document by resolution of a Council Meeting, with the exception of administrative amendments which can be approved by the relevant ELT member. Refer to *Policy Instrument Development Manual* for an explanation on administrative amendments ([A4063988](#)).

Any requests to change the content of this document must be forwarded to relevant Service Manager(s). Approved documents must be submitted to the Corporate Meetings and Registers Team for registration.

Version Information

Version number	Date	Key Changes
4	July 2014	<ul style="list-style-type: none"> • Inclusion of “economic benefits to Redland City” in assessment criteria. • Moved “adherence to local laws and permits” from assessment criteria to a standard requirement in body of text.
5	August 2014	<ul style="list-style-type: none"> • Clarification that some profits from a sponsored event can be provided to a Redlands charity.
6	July 2018	<ul style="list-style-type: none"> • Updated Corporate Plan reference • Updated Policy Objective • Inclusion of reference to financial and in-kind sponsorship in the Policy Objective. • Deletion of assessment criteria and included in GL-3084-001.

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Version number	Date	Key Changes
		<ul style="list-style-type: none"> • Deletion of definitions and included in GL-3084-001 and Sponsorship Program Information Kit. • Deletion of Outgoing Sponsorship and included in GL-3084-001 and Sponsorship Program Information Kit. • Deletion of contractual agreements and included in GL-3084-001 and Sponsorship Program Information Kit. • Deletion of clarification that some profits from a sponsored event can be provided to a Redland charity and included Sponsorship Program Information Kit.
7	November 2018	<ul style="list-style-type: none"> • Updated the footer to reflect realignment of responsible Department and Group from Organisational Services Department and Community, Engagement and Tourism Group to Community and Customer Services Department and Community and Economic Development Group.
8	January 2020	<ul style="list-style-type: none"> • Administrative changes resulting from policy framework review.

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