



Sponsorship Policy

Wellington Town Council is operating in a challenging financial environment; necessitating the Council to generate income opportunities and in support of the delivery of services, and events valued by the Community. Whilst over the last two years it has benefited from external funding sources such as the Town Centre Emergency Fund and the Welcome Back Fund these are no longer available.

This policy document forms part of the Council's response to these challenges; and sets out the definition of "sponsorship" and the terms upon which sponsorship may be both sought and accepted by the Council.

1. Definition

For the purposes of this policy, sponsorship is defined as: "an agreement between the Council and the sponsor, where the Council receives either money or a benefit in kind in support of an event, activity, campaign, facility, asset or initiative from an organisation or individual which in turn gains publicity or other benefits".

2. Objectives

- 2.1 To ensure that the Council maximises opportunities to obtain commercial sponsorship for appropriate events, activities, campaigns, facilities, assets or initiatives including digital sponsorship whilst also offering sponsors attractive packages; providing value for money for both parties.
- 2.2 To ensure that the Council's position and reputation are adequately protected in sponsorship agreements.
- 2.3 To ensure that the Council adopt a consistent and professional approach towards sponsorship.
- 2.4 To ensure best value is obtained and provided in sponsorship arrangements.
- 2.5 To protect Members and Officers from allegations of inappropriate dealings or relationships with sponsoring organisations or individuals.

3. General Principles

- 3.1 The Council will actively seek opportunities to work with local, regional, national and international organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with Council's Visions and /or Priorities.
It is important to note that Wellington Town Council has declared a climate emergency and we have committed to seeking to make the Council's activities net

zero carbon by 2030. Therefore, the Town Council will seek to enter into sponsorship agreements with organisations that will work with the Council to implement best practice sustainable measures. The Council will welcome all opportunities to work in such partnerships. It 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.
- (b) Been entered into in order to gain favourable terms from the Council in any business or other agreements.
- (c) Aligned the Council with any organisation which conducted itself in a manner which conflicted with the Council's Vision and/or Values.

- 3.2 The Council will retain the right to decline sponsorship from any organisation or individual or in respect of particular products that the Councils at their sole discretion consider inappropriate, offensive or is incompatible with the Councils' ethics.
- 3.3 Consideration for sponsorship will generally take the form of an opportunity for publicity and advertising, therefore raising the profile of the sponsor. The Council will agree with the sponsor the nature and content of the publicity and will retain the right to approve all advertising material. The Council has a strong corporate identity and materials must not detract from this branding.
- 3.4 The Council will at all times comply with its Financial Regulations. New, innovative sponsorship proposals or those where there is only one possible supplier due to the type and circumstances of the opportunity may be given a contract for a period of up to 2 years at which point the Council may consider testing the market to gain best value.
- 3.5 All sponsors will operate within such legislation as the Sex Discrimination Act, Race Relations Act, Disability Discrimination Act and Equality Act.
- 3.6 The Council will refuse applications from companies, organisations and individuals which
 - (a) are in dispute or have been in dispute with the Council or where there is pending/active legal action:
 - (b) are in contract negotiation with the Council where this may be viewed as an endorsement of their bid:
 - (c) promote particular religious activities, or is a lobby or pressure group or political party (unless, for instance, the sponsorship is in connection with a religious or community event supported by the Council).
 - (d) promote or are involved in tobacco, pornography, weaponry or similar activities.
 - (e) discriminates against people on the basis of gender or gender reassignment, race, ethnicity, disability, nationality, sexual orientation, age or religion/belief:
 - (f) might compromise the Council's duty of behaving impartially and independently, especially when exercising regulatory functions (e.g. deciding planning, building control or licensing applications).
- 3.7 The operation of this policy will be overseen by the Deputy Responsible Financial Officer.(Deputy RFO)

4. Procedures

- 4.1 Details of sponsorship opportunities will be available via the Councils website.
- 4.2 Before seeking sponsorship, Council Officers must consider the Sponsorship policy document and follow the Guidelines.
- 4.3 The Council will maintain a contract register on the Town Council website.
- 4.4 Sponsorship bids and the associated undertakings shall be approved by the Town Clerk / Deputy Town Clerk and/or Council Committee (Where exceeds £3,000 per annum).
- 4.5 Sponsorship agreements must be referred to the Councils legal advisors prior to signing.
- 4.6 It is recommended that all potential sponsors are referred to this Policy.

5. Financial Procedures

- 5.1 Payment should be made in full prior to the commencement of the agreed sponsorship activities. Phased payments can be determined depending on the nature of the sponsorship package, value and length of the agreement. In this case, the first payment is to be of a higher proportionate amount.
- 5.2 It is the responsibility of the Deputy Responsible Financial Officer (Deputy RFO) to follow the respective Councils financial regulations. Should sponsorship be received in terms of goods or equipment, the agreement for such is also to be included on the contracts register. In all instances where individual items are retained in Council ownership it is to be declared to the Deputy RFO so that it may be included in the Council's asset register.
- 5.3 The Finance Committee will undertake an annual evaluation and review of Sponsorship arrangements.

6. Marketing and media relations

- 6.1 Media relations for all sponsorship agreements will be undertaken by the Deputy RFO unless otherwise agreed.
- 6.2 All media and publicity produced by the sponsor must be approved by the Town Clerk before circulation.
- 6.3 The use of sponsors' logos and other branding must not interfere or conflict with the Council's own corporate identity or brands.
- 6.4 The use of the Council's corporate identity or brands on any sponsors' publicity must be discussed with and approved by the Town Clerk.

7. Disclaimer

- 7.1 Acceptance of advertising or sponsorship does not imply endorsement of products or services by the Council.

7.2 Any sponsorship accepted by the Council must not breach any contract, or infringe or violate any copyright, trademark or any other personal or proprietary right of any person, or render the Council liable to prosecution or civil proceedings. The sponsor must fully and effectually indemnify the Council/s from and against all claims, costs or demands arising from the sponsor's activities.

8. Conflict of Interest

8.1 Council officers and members are required to declare in advance if they have any personal interests, involvement or conflicts of interest with any potential sponsors. In the event of a conflict of interest, that officer or member will take no part in the consideration of sponsorship with that particular organisation.

9. Policy Review

9.1 This policy will be reviewed every two years from adoption.