

BEXHILL-ON-SEA TOWN COUNCIL

DRAFT SPONSORSHIP POLICY

1. Policy

- 1.1. This policy sets out our definition of sponsorship and the terms upon which sponsorship may be both sought and accepted by Bexhill-on-Sea Town Council.

2. Definition

- 2.1. For the purposes of this policy, sponsorship is defined as: “an agreement between Bexhill-on-Sea Town Council (the Council) and the sponsor, where we receive either money or a benefit in kind for an event, campaign or initiative from an organisation which in turn gains publicity or other benefits.

3. Objectives

- 3.1. To ensure our position and reputation are adequately protected in sponsorship agreements.
- 3.2. To ensure that we adopt a fair, consistent and professional approach towards sponsorship
- 3.3. To ensure best value is obtained and provided in sponsorship arrangements, including any arrangements made where we receive either money or benefits in kind.
- 3.4. To protect members and individual officers from allegations of inappropriate dealings or relationships with sponsors.

4. General Principle

- 4.1. We will actively seek opportunities to work with both local and national organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with our strategic direction and core values.
- 4.2. We welcome opportunities to work in such partnerships. We will not, however, put ourselves 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 in order to gain a favourable terms from the Council in any business or other agreement.
 - b) Aligned the Council with any organisation which conducts itself in a manner which conflicts with our values.
- 4.3. The Council will not consider agreements for sponsorship from:
 - a) Organisations not complying with the Code of Practice of the Advertising Standards Authority.

- b) Organisations in financial, planning, legal or other conflict or dispute with the Council.
- c) Organisations with a political purpose, including pressure groups and trade unions.
- d) Organisations involved in the promotion of any activity that is unlawful under Equality and Diversity legislation.
- e) Organisations with any record of unlawful activity either in the past or currently in the judicial system.
- f) Organisations involved in gambling or the production and sale of weaponry including firearms.
- g) Manufacturers of tobacco, alcohol or pornography.

- 4.4. The above list is not exhaustive and we retain the right to decline sponsorship from any organisation or individual or in respect of particular products which we, in our sole discretion, consider inappropriate.
- 4.5. We will agree with the sponsor the nature and content of the publicity and will retain the right to approve all advertising material.
- 4.6. We have a strong corporate identity and materials must not detract from this.
- 4.7. We will at all times comply with our procurement policy and procedures may, in accordance with those procedures, advertise a sponsorship opportunity to potential sponsors.
- 4.8. We will accept sponsorship from Councillors and Officers, and organisations for which they work or are involved with. However, the Council's Code of Conduct will apply and any individual involved will not take part in discussions or the decision making process.

5. Procedures for Sponsorship

- 5.1. Before seeking sponsorship, council officers must consider this policy document and follow the guidelines provided.
- 5.2. All sponsor bids under £500 shall be approved by the relevant Committee.
- 5.3. All sponsor bids over £500 shall be approved by Full Council.
- 5.4. It is recommended that all potential sponsors are referred to this policy. Before agreeing to any sponsorship opportunity all financial costs must be identified including the sponsorship equivalent value of any sponsorship in kind.

6. Disclaimer

- 6.1. Acceptance of sponsorship does not imply endorsement of products or services by the Council.
- 6.2. The Council provides no guarantee to the sponsor as to the success or otherwise of any publicity or other sponsorship opportunities. No refunds will be provided by the Council in these circumstances.

7. Conflict of interest

- 7.1. Council officers and members are required to declare in advance if they have any personal interests, involvement or conflicts of interest and will take no part in the consideration of sponsorship with that particular organisation.

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