



Sponsorship Policy

Policy Classification	Council Policy
First Issued:	July 2022
Next Date of Review:	July 2027
Version Number:	3
Applicable Legislation:	<i>Local Government Act 1999</i>
Related Policies or Documents:	Fees and Charges Register Sponsorship Procedure (Internal)
Associated Forms:	Sponsorship Application Form Application for Fire of Council Facilities Outdoor Event Application for hire of Council Parks, Lands, Roads (including Road Closures), Foreshores or Reserves. Application to use Local Government Land or Roads
Responsible Manager:	Corporate Services Director
Approved by Council:	13 February 2024
Minutes Reference:	OM58:2024

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Sponsorship Policy

1. Preamble

- 1.1. Sponsorship is the recognised in-kind support that Council makes towards an event, program or activity that contributes to the economic, social, environmental or cultural development of Kangaroo Island and supports community wellbeing and liveability on the Island.
- 1.2. *Local Government Act 1999* (Principal Role of Council – Section 6) “A council is, under the system of local government established by this Act, established to provide for the government and management of its area at the local level and in particular:

(c) to encourage and develop initiatives within its community for improving the quality of life of the community”.

2. Purpose

- 2.1. The purpose of this policy is to provide a framework for the Kangaroo Island Council to allocate its resources to the community effectively and equitably for the benefit of community organisations, groups, and individuals.

3. Scope

- 3.1. This Policy applies to the sponsorship program offered by Kangaroo Island Council and should be read in conjunction with the sponsorship application form.
- 3.2. To provide a broad framework to guide the provision of consistent decision making, funding administration and assessment processes across Council.

4. Definitions

- 4.1. **CEO** means the Chief Executive Officer of the Kangaroo Island Council.
- 4.2. **Sponsorship** is provided in exchange for a negotiated mutual benefit that meets the Council's strategic goals and objectives.
- 4.3. **Non-financial (in-kind) sponsorship** is the provision of a Council facility, or activity, such as traffic management free of charge or at a subsidised rate. In-kind contributions often have a financial cost to Council and are therefore given a monetary value which must be included in the total amount requested via the sponsorship application.

5. Policy Statement

- 5.1. All applications for sponsorship in accordance with this policy will be assessed by Council's administration in consultation with the Director Corporate Services with provision that applications for sponsorship with an accumulative in-kind value of over \$2000 will be referred to Council for a decision.
- 5.2. Sponsorship applications will be assessed against the eligibility criteria as outlined in the Sponsorship Application Form.

- 5.3. Council does not sponsor conferences, for profit organisations, seminars, functions, record attempts or fundraisers (unless directly organised and related to Council or local government).
- 5.4. Council does not provide sponsorship for activities that promote the use of tobacco products, gambling, or irresponsible drinking.
- 5.5. Sponsorship may include in-kind support for hire fees for Council facilities and traffic management activities associated with an event, program, festival or Development Applications pertaining to Council assets (assessment fees only)
- 5.6. Funding support is provided via sponsorship where the fees and charges usually levied for a good or service, as set in Council's annual fees and charges register, are borne either in whole or part by the Council.
- 5.7. A sponsorship application form must be completed with the value of the sponsorship being sought with the required supporting documentation for the application to be submitted for assessment.
- 5.8. It is expected that successful applicants will formally recognise the contribution made by Kangaroo Island Council whenever possible throughout the term of the sponsorship and at its completion. Council's logo will be provided to successful applicants, and this can be used in any promotional material such as media, flyers, brochures or advertising.
- 5.9. Sponsorship agreements may include requirements to appropriately acknowledge Council's support and provision of a post event completion report with key outcomes, including, but not limited to, attendance level and other data that helps capture the economic and social impact.
- 5.10. Events and projects selected for sponsorship are expected to appeal to segment(s) of the community and include activities that are free or low-cost and inclusive being accessible to all sections of the community.
- 5.11. Organisations are required to demonstrate that their public image, products, and services are consistent with the goals and values of Council and a commitment to enhance community life.
- 5.12. Any application for sponsorship of a value up to \$2000 is required to be received not less than 1 month prior to the date of the activity to be considered.
- 5.13. Any application for sponsorship that needs to be referred to Council for a decision is to be received not less than 3 months prior to the date of the activity to be considered.
- 5.14. Any retrospective applications will be automatically refused.
- 5.15. Council will not consider a sponsorship arrangement with any individual, business or organisations which are in legal or financial conflict with Council, or which connects Council with any political party or lobby group.
- 5.16. Any requests for humanitarian appeal such as flood, fire, earthquakes, or other traumatic event will be referred to Council for consideration based on the merits of the individual request.

6. Availability/Accessibility

- 6.1. This Policy and Council's Fees and Charges Register will be available for inspection via the Council's website: <https://www.kangarooisland.sa.gov.au>
- 6.2. Copies will also be provided to the public upon request, and upon payment of a fee in accordance with the Council's Schedule of Fees and Charges.
- 6.3. Any grievances in relation to this policy or its application should be forwarded in writing, addressed to the Chief Executive Officer, Kangaroo Island Council, PO Box 121, Kingscote SA 5223.



Signed

Chief Executive Officer

Date: 13/02/2024

History:		
Date Reviewed:	Version:	Reason for Amendment:
12 July 2022	Version 1	Grants Policy revoked and replaced with Sponsorship and Council Grants Policy
12 September 2023	Version 2	Policy reviewed and renamed Sponsorship Policy
13 February 2024	Version 3	Policy reviewed and Procedure updated