



## **Sponsorship Policy and Procedure**

**Approved by The Town Council 9 September 2024**

This policy and procedure sets out the way in which the Town Council will deal with request to provide sponsorship and how the Town Council will go about seeking sponsorship for activities, events and equipment

## **Policy**

1. In the context of this policy, sponsorship is a contribution, financial or in kind, to the costs involved in a project or activity in return for advertising:
2. **(a)** The Town Council may seek and accept offers of sponsorship **(b)** The Town Council may provide sponsorship
3. The Town Council will endeavour, where possible and appropriate, to work in partnership with local and national businesses to identify opportunities for sponsorship that will be of mutual benefit.
4. The Town Council will not enter into sponsorship agreements with any business which is in legal or financial conflict with the Council or which connects the Council with any political party or pressure group.
5. Sponsorship agreements must not be regarded by any business as a means of gaining favourable terms from the Town Council in relation to any of the Town Council's functions or activities.
6. The Town Council should only seek to enter into sponsorship agreements with businesses whose values, practices and products are not in conflict with any agreed Town Council policy, procedure or viewpoint.
7. The Town Council reserves the right to refuse any offer of sponsorship.
8. The Town Clerk will maintain a list of all sponsorship agreements.

## **Procedures**

**Ad Hoc Requests to Provide Sponsorship for a Town Council Project, Activity**  
e.g. sponsorship of bins, signs and equipment.

9. The Town Clerk will liaise with potential sponsors to establish the relevant information e.g. the nature of the sponsorship, location(s), proposed duration of the agreement
10. The sponsor is responsible for submitting a sign design for approval by the Town Council and obtaining the agreed signs
11. Before the proposal is considered by the relevant Committee, the Town Clerk will
  - check to ensure that the potential sponsor is not in legal or financial conflict with the Council
  - consult with the any appropriate organisation e.g trade body to determine whether the potential sponsor is known to operate in a manner that may be considered as prejudicial to the best interests of consumers or in breach of any trading standards legislation.

12. The relevant Committee will be consider the terms of the proposed sponsorship agreement e.g. locations, duration, size and type of sponsorship sign and decide the value and make recommendations to Council
13. The Town Council (full Council meeting) will decide whether or not to enter into the sponsorship agreement.
14. The Town Council is responsible for arranging the erection / display of the agreed signs

**When the Town Council is seeking to obtain Sponsorship for a Town Council Project, Activity or Equipment**

15. The relevant Committee should identify at the outset the sum which they are seeking to raise
16. The relevant Committee should determine any set parameters for the sponsorship agreement and which terms are open for negotiation
17. Information on Town Council projects seeking sponsorship will be available on the Town Council website. In cases where it is proposed that more than £10,000 should be raised from a sponsorship deal, additional steps may need to be taken to advertise the opportunity to potential sponsors (to meet Financial Regulations).
18. Before approaching potential sponsors the Town Clerk will
  - check to ensure that the potential sponsor is not in legal or financial conflict with the Council
  - consult with any relevant organisations to determine whether the potential sponsor is known to operate in a manner that may be considered as prejudicial to the best interests of consumers or in breach of any trading standards legislation.
19. The relevant Committee will consider the terms of any proposed agreement and make recommendations to the Town Council
20. The Town Council (full Council meeting) will decide whether or not to enter into the sponsorship agreement.

**Town Council Providing Sponsorship or Support for Events or Activities e.g. market, carnival, festival**

21. Opportunities exist for the Town Council to support local organisations, activities and events by making a contribution either financial or in kind. (Note: financial support may be through the Town Council's grant policy).
22. Before the proposal is considered by the relevant Committee, The Town Clerk will
  - check to ensure that the potential sponsor is not in legal or financial conflict with the Council

- consult with relevant organisations to determine whether the potential sponsor is known to operate in a manner that may be considered as prejudicial to the best interests of consumers or in breach of any trading standards legislation.
- 23.** The relevant Committee will consider the terms of any proposed agreement and make recommendations to the Town Council. As a standard part of the agreement, the recipient organisation must clearly state on all their literature and advertising that the event / activity is being supported by the Town Council.
  - 24.** The Town Council (full Council meeting) will decide whether or not to enter into the sponsorship agreement.

### **Withdrawal from Sponsorship Agreements**

- 25.** The Town Council reserves the right to withdraw from any sponsorship agreement, such withdrawal will be considered at a Town Council (full Council) meeting. Reasons for withdrawal include but are not limited to financial, legal or safety matters.