

Policy - Adoption - Corporate Sponsorship Policy

File No: X023684

Summary

Corporate sponsorship at the City enhances, extends and reduces the cost of current activities or programs produced by the City. It builds relationships with the business sector by providing benefits to a private sector company, corporation or government agency in exchange for money, goods or services to support its activities. Corporate sponsorship aligns with many Sustainable Sydney 2030 objectives through building business partnerships, creating a cultural and creative city, building a lively and engaging city centre and ensuring Sydney is a globally competitive and innovative city.

The Corporate Sponsorship Policy (the Policy) was adopted by Council on 8 December 2014. The Policy applies to all sponsorships received either as cash or value in-kind by the City. It does not apply to the grants and sponsorships given by the City, which are covered by the Grants and Sponsorship Policy.

The Corporate Sponsorship Policy must be regularly reviewed and adopted by Council.

The proposed Policy (Attachment A) is consistent with the previous Policy. The proposed changes are minimal and simplify the Policy.

Recommendation

It is resolved that Council adopt the Corporate Sponsorship Policy with amendments as shown at Attachment A to the subject report.

Attachments

Attachment A. Corporate Sponsorship Policy

Background

1. The City procures incoming sponsorships in accordance with the City's Corporate Sponsorship Policy, which was adopted by Council on 8 December 2014.
2. Incoming sponsorship can be provided as cash or value in-kind, where the sponsor provides a product or service.
3. The length of a sponsorship can vary from alignment to one single event or program, to a partnership over multiple years. The value of a sponsorship can also vary.
4. Through sponsorship, the City can enhance, extend or reduce the cost of current activities or programs. It can do this by providing a benefit to a private sector company, corporation or government agency in exchange for money, goods or services to support its activities. For example, a government entity could provide, as value in kind, land or space for an event or program to activate the space. Alternatively, a private organisation could provide cash in return for alignment of product to the event or program's audience.
5. The benefits to a sponsor range from promotion of the sponsor as a supporter of the City program, through to activation in the public domain aligned to the City program. The benefits are tailored to the sponsor's objectives for the partnership.
6. The proposed amendments to the Policy are minimal and aim to simplify the Policy. The changes include: the addition of exhibitions and programs to the list of suitable activities for sponsorship, and clarification that the City is able to use the cash received from the sponsor at its discretion.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

7. Sustainable Sydney 2030 is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This policy is aligned with the following strategic directions and objectives:
 - (a) Direction 1 - A Globally Competitive and Innovative City - through sponsorships like the Sydney New Year's Eve partnership with the Australian Broadcasting Corporation, the City is able to showcase Sydney and the fireworks to the world.
 - (b) Direction 5 - A Lively and Engaging City Centre - through sponsorships across Sydney New Year's Eve, Sydney Christmas and Sydney Lunar Festival we work with partners to activate the City in alignment with each event.
 - (c) Direction 7 - A Cultural and Creative City - through sponsorships across Sydney New Year's Eve, Sydney Christmas and Sydney Lunar Festival we work with partners to activate the City in alignment with each event.
 - (d) Direction 10 - Implementation through Effective Governance and Partnerships - the cash and value in-kind received is used to enhance, extend and reduce the cost of current activities or programs produced by the City.

Social / Cultural / Community

8. The key benefit for the community is to ensure City events and programs are enhanced and can deliver enriched experiences for the public.

Relevant Legislation

9. Local Government Act 1993.

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