

## 6.3.29 Sponsorship Acknowledgement Policy

REPORT BY THE GENERAL MANAGER TO 5 FEBRUARY 2014 COUNCIL MEETING  
140205 Council1  
GOV400038, A0100020

### RECOMMENDATION

**That:**

- 1. the report by the General Manager on the Sponsorship Acknowledgement Policy be received;**
- 2. Council adopt the Sponsorship Acknowledgement Policy as amended.**

### Detailed report

The Sponsorship Acknowledgement policy is up for review. That policy is attached with minor amendments shown in red (track changes)

The changes are very minor and do effect the intent of the policy direction.

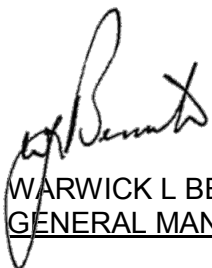
### Financial and Operational Plan implications

Not applicable at this time.

### Community Plan implications

No applicable at this time.

*Attachments:* 1. Policy – Sponsorship Acknowledgement



WARWICK L BENNETT  
GENERAL MANAGER

24 January 2014

## ATTACHMENT 1

	<b>POLICY</b>	ADOPTED C/M 16/11/11 MINUTE NO. 378/11
	<b>SPONSORSHIP ACKNOWLEDGEMENT</b>	REVIEW: NOV 13  FILE NO. A0100021

**OBJECTIVE**

To ensure appropriate recognition for Council sponsorships, whether they be in cash or in kind.

**POLICY****Background**

Mid-Western Regional Council receives many requests each year for sponsorships or grants to support a wide range of potential recipients.

Some of these requests can be met through Council's Financial Assistance programme ~~Small Grants program~~ or by donations by individual Councillors from their discretionary funds. Other requests, however, involve significant amounts of money and/or Council in-kind contributions. In a number of cases, the event could not take place without Council's generosity.

In responding to requests for support, Council must determine whether the event is in the immediate community interest, has long-term potential to assist with economic development or serves a larger social good.

It is important when Council provides significant levels of sponsorship that ratepayers are made aware by the recipient that the event has been made possible in part by the provision of public monies.

**Appropriate Recognition**

The following guidelines are provided to assist event organisers in providing appropriate recognition for Council sponsorships, whether they be in cash or in kind.

1. LEVEL 1 SPONSORSHIP: \$0 to \$999

- a. If possible, Council's logo appropriately placed on any promotional material ~~notices~~ and/or event programs and the following statement printed on any promotional notices or event programs: "This event proudly supported by Mid-Western Regional Council."

2. LEVEL 2 SPONSORSHIP: \$1,000 TO \$1,999

- a. The following statement printed on all promotional material ~~notices~~ and/or event programs: "This event proudly supported by Mid-Western Regional Council" and the inclusion of Council logo.
- b. Where appropriate the Mayor or his/her representative invited to attend with a partner as guests of the event organiser.

3. LEVEL 3 SPONSORSHIP: \$2,000 to \$4,999
  - a. The following statement printed on any promotional **material** notices and/or event programs: "This event proudly supported by Mid-Western Regional Council" and the inclusion of Councils logo
  - b. Where appropriate the Mayor or his/her representative invited to attend with a partner as guests of the event organiser.
  - c. When appropriate, the Mayor or his/her representative invited to speak as part of the program.
  
4. LEVEL 4 SPONSORSHIP: \$5,000 and above
  - a. The following statement printed on any promotional **material** notices and/or event programs: "This event proudly supported by Mid-Western Regional Council" and the inclusion of Councils log
  - b. Where appropriate the Mayor and Councillors invited to attend with their partners as guests of the event organiser.
  - c. Where appropriate, the Mayor or his/her representative invited to speak as part of the program.
  - d. Naming rights or combined naming rights for locally organised events.
  - e. For events that visit or pass through the Region but are organised at a National or State level, for which naming rights would be inappropriate, such as the Great Escapade Bicycle Ride, the right for Mid-Western Regional Council, Mudgee Region Tourism Inc, the Mudgee Wine Grape Growers and other similar organisations to have a booth or stall at the event at Council cost to promote the Region throughout the event.

The General Manager may approve sponsorship recognition methods other than those provided in these guidelines in unusual cases where a deviation from these guidelines is in the best interest of Mid-Western Regional Council and the community.