

Policy No. 94: Facility Sponsorship and Advertising

POLICY MANUAL

Policy No. 94	Facility Sponsorship and Advertising
Purpose	The purpose of this Policy is to define factors to be considered when determining a request from sporting, recreational and community groups for the Council's consent to enter into a naming rights sponsorship agreement for the Council's owned facilities.
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POLICY

1. Definitions

<i>Community Group</i>	Any group that is a user of a Council owned facility under the terms and conditions of an ongoing hire agreement or lease.
<i>Community Facility</i>	Any building, playing field, associated infrastructure or any specified part of a facility owned by the Meander Valley Council.
<i>Naming Rights</i>	The exclusive right for a Sponsor to name or brand a Council Facility or part of a Council Facility with signage for a specified period.
<i>Sponsor</i>	Any form of private organisation seeking a Sponsorship arrangement.
<i>Sponsorship</i>	The exchange of money, goods, services or <i>in-kind</i> support from a Sponsor to a Community Group where there are specific obligations on the Community Group for a return to the Sponsor.

2. Objective

The objective of this Policy is to define factors to be considered when determining a request from sporting, recreational and community groups for the Council's consent to enter into a Naming Rights Sponsorship agreement for the Council's owned facilities.

3. Scope

This Policy applies to a proposal to assign Naming Rights to a Council Facility or part of a Council Facility.

4. Policy

1. The Council acknowledges that sponsorship can provide significant benefits to community groups, sponsors and the wider community. In considering an application to approve a sponsorship agreement, including naming and related advertising rights, the Council will consider the following:
 - 1.1. Facility Naming Rights may be permitted on the Council's owned sports grounds, pavilions or public buildings or a specific area within a sporting precinct or reserve.
 - 1.2. a Sponsorship proposal must be made by a Community Group operating under the terms and conditions of an ongoing hire agreement or lease arrangement unless the Sponsorship request relates to a facility directly controlled and managed by the Council.
 - 1.3. a written sponsorship agreement must be executed between the Community Group and Sponsor. Any such agreement must be consistent with the Council's policy and the terms of any hire or lease agreement.
 - 1.4. where use of a Council facility is shared, then other users of the facility must be consulted by the applying Community Group. Any identified issues and proposed solutions must be raised in the proposal.
 - 1.5. a Sponsorship and/or Naming Rights proposal must be consistent with community and the Council's values and be cognisant of history relating to the facility and its location. Without limiting its discretion, the Council is to consider the reputation and brand of a proposed sponsor, the nature of the business of the sponsor, restrictions on the general amenity or operation of the facility and risks to the reputation of the Council or the community.
 - 1.6. sponsorship proposals that promote tobacco, alcohol, gambling, adult services, any activity prohibited by law, or otherwise deemed inappropriate by the Council, will not be accepted.
 - 1.7. any Sponsorship and related promotion through Naming Rights or other activity must not imply the Council's endorsement of a brand, product or organisation.
2. A sponsored Council facility with assigned Naming Rights may be referred to by its sponsored name in community group communications, competitions, promotions and marketing. The Council will continue to use the existing building or reserve name in official or public documents.

3. Sponsor signage must be in accordance with the conditions stated in the Council's hire agreement or lease documentation. Any new signage structure will be subject to relevant planning requirements and approval in advance by the Council.
4. A Naming Rights proposal will be considered on a case by case basis and approved by the Council. Any proposed Sponsorship agreement which affects a Council Facility is to be provided to the Council for review before execution by the General Manager.
5. No actions (ie. installation of signage) will be undertaken until formal approval is provided by the General Manager or as required by the Council.

6. Legislation and Related Standards

Local Government Act 1993

7. Responsibility

Responsibility for the operation of this Policy rests with the Director Infrastructure Services.