

**Policy Review – Sponsorship Policy and Procedure  
Resources Committee 11 February 2020**

**RECOMMENDED TO COUNCIL**

- (i) that the Sponsorship Policy and Procedure as previously adopted remains in place (attached as appendix 1)
- (ii) that the Sponsorship Policy and Procedure is reviewed in 3 years unless legislation or best practice requires an earlier review

**Contextual Information**

1. The Sponsorship Policy and Procedure (attached as Appendix 1) sets out the Town Council's approach to dealing with various sponsorship situations
2. The scheme was first approved in February 2013 and was reviewed in October 2016
3. The Policy is presented to Councillors for its periodic review.

**Report prepared:** 21 January 2020

**Contact for further information:** The town Clerk Tel 01460 52149 or email [town.council@ilminster.gov.uk](mailto:town.council@ilminster.gov.uk)



# **Ilminster Town Council**

## **Sponsorship Policy and Procedures**

**Approved and Adopted By Council on 22 October 2013**

**Reviewed by Town Council 11.10.16**

## **Agenda 13 (c)**

### **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 Town Council or which connects the Town 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 or Activity**

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 Resources Committee, the Town Clerk will
  - Check to ensure that the potential sponsor is not in legal or financial conflict with the Town Council
  - Consult with the Trading Standards Office to determine whether the potential sponsor is known to operate in a manner that may be considered

## **Agenda 13 (c)**

as prejudicial to the best interests of consumers or in breach of any trading standards legislation

12. The Resources Committee will consider the terms of each proposed sponsorship agreement e.g. locations, duration, size and type of sponsorship sign and decide the value and make recommendations to the Town 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 or Activity**

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 Town Council
  - Consult with the Trading Standards Office 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**

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 is likely to 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 Town Council

## **Agenda 13 (c)**

- Consult with the Trading Standards Office 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 their literature 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.