

	RUGELEY TOWN COUNCIL	
--	-----------------------------	--

Sponsorship Policy

Date Created	Date Adopted	Date last Reviewed	Next Review Date
November 2021	1 st December 2021		

Sponsorship Policy

Rugeley Town Council

1 Background

1.1 Rugeley Town Council has developed this policy on sponsorship to:

- Provide a framework and control measures
- Ensure compliance with legislation, advertising industry codes and other Council policies
- Ensure that all sponsorship opportunities are dealt with through an agreed format.
- Help the Town Council achieve its strategic vision and support its priorities
- Secure best value for money and maximise income
- Support development of commercial partners and private sector

2 Definition

2.1 For the purposes of this policy, sponsorship is defined as: “an agreement between the Council and the sponsor, where the Council receives either money or a benefit in kind for an event, campaign, or initiative from an organisation or individual which in turn gains publicity or other benefits”.

3 Context

3.1 Sponsorship maximises opportunities to obtain commercial support for appropriate events, campaigns or initiatives whilst also offering sponsors attractive packages offering value for money for both parties.

3.2 In offering sponsorship opportunities:

- The Towns Council's position and reputation should be adequately protected in sponsorship agreements.
- The Council should adopt a consistent and professional approach towards sponsorship.
- The Town Council should ensure best value is obtained and provided in sponsorship arrangements.
- The agreement should protect members and officers from allegations of inappropriate dealings or relationships with sponsors.

3.3 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, and which are in keeping with its strategic priorities and core values.

3.4 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.

Sponsorship Policy

Rugeley Town Council

- 3.5 Sponsorship agreements must not be regarded by any business as a means of gaining favourable terms from the Town Council Councillors and staff in relation to any of the Town Council's functions or activities.
- 3.6 The Town Council reserves the right to refuse any offer of sponsorship.
- 3.7 The Town Clerk will maintain a list of all sponsorship agreements.
- 3.9 All sponsors logos must be in the form of jpeg or pdf. The Town Council will have final artistic approval. Use of company logos will be adapted to work with town council marketing collateral.

4 Procedures

- 4.1 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.
- 4.2 Before the proposal is agreed, the Town Clerk, in consultation with the Chair or Vice Chair of Finance and Management Committee, will check to ensure that the potential sponsor is not in legal or financial conflict with the Council.
- 4.3 Each Committee will be able to seek sponsorship for activities/events. All sponsorship agreed will then be retrospectively notified to Full Council.
- 4.4 Information on Town Council projects seeking sponsorship will be available on the Town Council website and Facebook page and on the Town Council noticeboards.

5 Advertisement of Sponsorship Opportunities

- 5.1 In general, the following opportunities are available throughout the year:

Activity	Date
<u>Artisan Markets</u> Supporting with costs of entertainment Supporting with advertising	1 st Saturday of the month
<u>Newsletter</u> Advertising in quarterly newsletter	Quarterly
<u>Christmas Market / Light Switch On</u> Supporting with costs of entertainment Supporting with advertising Christmas Lights – sponsorship of the main Christmas Trees in town and on the Eaton Lodge r/bout	End November each year

Sponsorship Policy

Rugeley Town Council

<u>Rose Theatre</u> Sponsorship of a 'season' or a 'performance' General Promotion of the theatre	Please see the theatres What's On Page
<u>General Community Events</u> Publicity and promotion Supporting costs of entertainments	As and when arranged through the Community Engagement Committee

- 5.2 The minutes of the Town Council committee meetings and Full Council will advise when new sponsorship opportunities are coming up.

Sponsorship Policy

Rugeley Town Council

SPONSORSHIP AGREEMENT FORM

Committee Seeking Sponsorship	
Title of the Event	
Cost of the Event £	Amount sought from Sponsorship £
Type of sponsorship offered:	
Dates for the sponsorship	From: To:
Sponsor Name	
Sponsor contact details	
Cost of sponsorship agreed	
What rights the sponsorship gives to the sponsor e.g. naming rights.	
The sponsor agrees that the use of the material for this event is only viable between the date stipulated above and cannot be in circulation after the agreed time frame.	
Should Rugeley Town Council be made aware of any abuse of the marketing material outside of this agreement, this contract is null and void, but all monies paid to the Town Council will be retained by the town council.	
All monies must be paid up front and not retrospectively for the activity by a mutually agreed time.	
Signed Sponsor	Date
Signed Chair of Committee	Date
Signed Town Clerk	Date