

COUNCIL POLICY

Sponsorship and Donation Policy

Policy Number:	PO187		
Strategic Plan Objective:	1. Economically Prosperous Peninsula 4. Community Engaged and Supported 5. Responsible Governance and Leadership		
Policy Owner:	Director of Corporate and Community Services	Record Number:	22/25726
Responsible Officer:	Manager Economic Development and Business Sustainability	Minute Reference:	245/2022
Date Adopted:	14/12/2022	Next Review Date:	December 2026

1. POLICY OBJECTIVES

Yorke Peninsula Council (Council) is committed to providing direct or indirect support towards improving the vibrancy, wellbeing and social connection of the Yorke Peninsula community.

This policy aims to assist community groups and organisations in obtaining funding through Sponsorships and Donations and provide a framework for Council to allocate the funds in a transparent, effective, equitable and consistent manner.

2. SCOPE

This policy applies where Council receives a request for Sponsorship or Donations.

It does not cover inbound Sponsorships and Donations, that are financial or in-kind contributions to Council.

3. DEFINITIONS

Refer to Attachment 1.

4. POLICY STATEMENT

4.1. Sponsorships

Applicants can be located within or out of the Yorke Peninsula Council area, however, the sponsored event must take place within the Council area.

4.2. Donations

Applicants must be located within Council's area.

4.3. Funding budget

Council will provide funding for Sponsorships and Donations per financial year. Funding is subject to annual review by Council as part of the budget process. Any funding requests beyond the set budgets, must be approved by Elected Members at a Council meeting.

4.4. Eligible applicants

- Not-for-profit, incorporated organisations, community groups and associations.
- Individuals.

4.5. Ineligible applicants

- For-profit organisations.
- Organisations of a political nature.

4.6. Eligible Events

Events that Council may consider suitable for the funding generally include but are not limited to:

- Recreational, cultural, sporting, street activation, and art exhibitions Events.
- Other community Events showcasing Yorke Peninsula's historic, heritage, cultural, and natural values.
- Awards.
- Celebrations of home-grown talents.

4.7. Events that cannot be funded

- Events that directly contravene Council's policies and By-Laws.
- Events, regardless of the Event organiser, that are hosted by organisations of a political nature, or that could be perceived as benefiting a political party.
- Events that are retrospective or currently taking place.
- Events that create or encourage discrimination based on race, religion, cultural background, gender, sexuality, or disability.
- Events that are associated with the manufacture, distribution and/or sale of tobacco, gambling products or services, and weapons.
- Events that are associated with the manufacture, distribution and/or sale of alcoholic products where such funding is related to services or activities for youth.
- Events that are funded by other Council funding schemes (i.e., Community Grant and Business Grant).

4.8. Conditions of funding

- a) Applicants will be limited to funding of one event per year.
- b) Applicants must have no outstanding debts of any kind with Council, except a loan under Council's Loans To Community Groups scheme.
- c) The funding is limited to a maximum value of \$250 for Event Donation, \$1,000 for Local-scaled Event Sponsorship and \$2,000 for Municipality-scaled Event Sponsorship (Goods and Services Tax (GST) excluded). Any funding beyond these set totals can only be awarded by decision of Elected Members at a Council meeting.

- d) The In-kind support for an Event may be requested in the forms of volunteering labour, hire of Council's facilities, or other non-cash items.
- e) Council, in its sole discretion, may consider Recurrent Sponsorship funding for Established Events.
- f) All Events that request Donation funding, must demonstrate the Event's contributions to the community of Yorke Peninsula.
- g) All Events that request Sponsorship funding must demonstrate:
 - the Event's community benefits (e.g., recreation, wellbeing and resilience development, the celebration of youth and local talents);
 - the Event's economic and tourism benefits;
 - the Event's contribution to strengthening Yorke Peninsula's reputation and celebrating the region's appeal;
 - the Event's inclusiveness commitments and environmental conservations;
 - the capacity of the applicant and other involved stakeholders to deliver the Event successfully; and
 - the acknowledgement of Council's support during the Event. Refer to Attachment 2.
- h) Applicants may not receive the full amount of funding sought in the application. A final decision on the funding is at the discretion of the Council.
- i) An acquittal process is required for Recurrent Sponsorship funding and Municipality-scaled Event Sponsorship funding within six weeks of the Event's completion. The acquittal process must be completed online from Council's website (www.yorke.sa.gov.au) on the prescribed Sponsorship/Donation Acquittal Form (SF486) . Any unspent funds will be required to be returned to Council.
- j) In the case where an Event is reliant upon an Event application (SF162 Event Application Form available at www.yorke.sa.gov.au) approval, funding will not be provided until such time as the Event application has been approved.
- k) In case of a cancellation of the Event, the applicant must notify Council as soon as practical, and the Sponsorship/Donation received must be returned to Council. If the portion of the funding has been committed and is unable to be refunded, the applicant must provide written evidence to Council.
- l) Applicants must not announce Council as a sponsor before having received notification of the application's outcome.

4.9. Accessing the funding

- Applications must be received on the prescribed Sponsorship/Donation Application Form (SF485), available from Council's website (www.yorke.sa.gov.au).
- Sponsorship/Donation applications are available on a financial year basis or until Council's Sponsorship and Donation funding budget is exhausted. However, all applications must be submitted at least six weeks before the Event to allow sufficient time for assessment and notification of the application's outcomes.
- Within six weeks of the application's receipt, an outcome notification, and if applicable, a Funding Agreement, will be issued to the applicant.
- If the application is successful, Council will release the Sponsorship/Donation funds upon receipt of a tax invoice issued to Council from the applicant.

4.10. Confidentiality

Applicants should be aware that Council is subject to certain legislative requirements relating to public information, including the Freedom of Information Act 1991.

If an application is successful, and upon a written consent approved by the grant recipient and/or where the information is already in the public domain, information of the funded event/s may be used for Council's reporting and publicity purposes.

5. COMPLAINTS

Complaints relating to this policy can be made in writing to Council's Director Corporate and Community Services. Complaints will be managed in accordance with Council's Complaints Policy (PO147).

6. REVIEW

This policy will be reviewed every four years and as deemed necessary in consideration of any changes to legislation and relevant standards, codes and guidelines, budgetary changes, and stakeholder feedback.

7. TRAINING

Council is committed to supporting employees in complying with this policy. Training needs will be reviewed as necessary in consideration of any changes to legislation and relevant standards, codes and guidelines.

8. RECORDS

Records shall be maintained as required by Council's Records Management Policy (PO063) and relevant legislation.

9. RELATED COUNCIL POLICIES AND DOCUMENTS

PO091 Risk Management Policy
PO122 Loans To Community Groups
PO147 Complaints Policy
2021-2025 Strategic Management Plan
SF485 Sponsorship/Donation Application Form
SF486 Sponsorship/Donation Acquittal Form
SF487 Sponsorship Assessment Matrix
SF162 Event Application Form

10. COUNCIL DELEGATION

Details of Delegation:	Director Corporate and Community Services
Delegate:	Manager Economic Development and Business Sustainability

11. VERSION HISTORY

Version No	Issue Date	Description of Change
1	14/12/2022	New policy

ATTACHMENT 1: DEFINITIONS

Term	Definition
Sponsorship	The contribution of funds and/or In-kind Support made by Council in exchange for community and Council benefits.
Donation	The contribution of funds and/or in-kind support made by Council without expectation of direct counter-supply or serviceable deliverables in return.
For-profits	An organisation that operates with the goal of earning profit and is concerned with its own interests.
Not-for-profits	An organisation that provides services which benefit the broader community, where any profit goes back into the operation of the organisation to carry out its purpose and is not distributed to any of its members.
Events	Festivals, programs, projects and activities that will yield benefits to the Yorke Peninsula community.
In-kind Support	Resources that Council provides in place of financial payments. In-kind support could be in the form of volunteer services, venues provided at no charge, or non-cash items.
Established Events	Events that demonstrate a strong track record of growth, at a minimum in their third year within Council's area, and can demonstrate their continued growth in the future.
Local-scaled Events	Events that focus on local audiences, with little or no potential of attracting visitors from outside the region.
Municipality-scaled Events	Events that focus on both residents, in-region visitors and out-of-region visitors.
Funding agreement	A signed agreement between both parties (i.e., Council and the funding recipient) granted to the Event specified in the agreement. It clearly outlines the terms and conditions of the funding, and if relevant, includes Council's public recognition in exchange for Sponsorship funding and the funding Acquittal process.
Recurrent Sponsorship funding	A funding agreement option in which the funding recipient can enter into a triennial Sponsorship funding from Council. During this agreed period, all terms and conditions specified in the funding agreement are preserved and complied with by both parties (i.e., Council and the funding recipient).
Acquittal	A process of evaluating and reporting on the Event's outcomes and expenditure of funds provided by Council. All necessary documents should demonstrate that the funding recipient has spent Sponsorship funding as specified in the Funding Agreement. The funding recipient must adequately complete a Sponsorship Acquittal Form (SF486) via Council's website. A copy of the Acquittal form is also available at Council offices.

ATTACHMENT 2: COUNCIL'S PUBLIC RECOGNITION BENEFITS IN RETURN FOR SPONSORSHIP FUNDING

Sponsorship benefits	Details
Logo acknowledgement	Council's logo, banners and other public relations tools can be adequately presented at the Event.
Acknowledgement of Council's Sponsorship in the event's marketing and promotion	Council as a sponsor is presented in all marketing materials, publicity, press releases, publications and editorials before, during and after the Event.
Official invitations and speaking/presentation opportunities	The Mayor and/or Councillors are invited to the Event and provided opportunities to represent Council through presentations.
Photography/ videography	<p>Provide Council with media access to the Event to take photos and videos of the Event for Council's promotional purposes.</p> <p>If requested, provide Council with photos and videos of the Event (including reproduction and publishing permits) to assist with Council's efforts to promote the region.</p>