

Sefton Council Sponsorship Policy

Published April 2020

Reviewed and Updated April 2022



Sefton Council



Introduction

This policy document sets out the Council's definition of 'sponsorship' and the terms upon which the sponsorship may be both sought, considered and accepted by the Council.

Sefton Council has a policy on sponsorship in order to:

- Uphold the Council's reputation and corporate identity.
- Further the Council's strategic vision and support its Core Purpose and Values.
- Secure best value for money and maximise income opportunities.
- Provide a framework and control measures.
- Protect members and officers from allegations of inappropriate dealings or relationships with sponsors.
- Establish a corporate approach and standards (including best practice).
- Support development of commercial and social value partnerships with the private sector and others.

Objectives

- To ensure that our position and reputation are adequately protected in sponsorship agreements.
- To ensure that we adopt a consistent and professional approach towards sponsorship.
- To ensure best value is obtained and provided in sponsorship arrangements – including any arrangements made where we receive either money or benefit in kind.
- To protect members and individual officers from allegations of inappropriate dealings or relationships with sponsors.

Sponsorship Definition

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”.*

Principles

The Council welcomes all opportunities to work in partnership with organisations which are aligned with the Council's Core Purpose and Values and where a sponsorship opportunity is appropriate.

However, the Council will not put itself in a position where it might be said that such a partnership has, or may, be thought to have:

- influenced the Council or its officers in carrying out its statutory functions;
- been offered unduly favourable terms from the Council in any business or other agreement;
- aligned the Council with any organisation which conducted itself in a manner which conflicted with the Council's Core Purpose and Values.

The Council will not therefore, be able to enter into a sponsorship agreement with:

- Organisations not complying with the Committee of Advertising Practice (CAP) codes for broadcasting and non-broadcasting, sales promotions and direct marketing, or other statutory or regulatory requirements enforced by the Advertising Standards Authority (ASA).
- Organisations involved in unlawful discrimination against people with one or more protected characteristics within the terms of the Equality Act 2010.
- Organisations in financial, planning, legal, tender process (or other application) or conflict with the Council. For example, anyone who has an active planning or procurement application with the Council will not be able to apply to sponsor at that time.
- Organisations whose activities may bring the Council into disrepute for example gambling organisations
- Organisations with a political purpose.
- Any individual or organisation which is subject to UK sanctions

The above list is not exhaustive, and the Council retains the right to decline to enter into sponsorship agreements with any organisation or individual or in respect of particular products or projects which the Council in its sole discretion considers inappropriate for whatever reason.

The Council will always comply with its procurement policy and procedures and shall, in accordance with those procedures, promote any sponsorship opportunities to potential sponsors.

Payment Profile

This will be discussed and agreed on an individual basis, however the Council would expect once the sponsorship commences and an invoice is sent out that payment will be received within 30 working days.

Branding

Sponsorship agreement does not authorise the use of Sefton Council branding, if you would like such use please contact Communication@sefton.gov.uk who will advise accordingly.

The Council will assume permission of use of any logo of whom they enter into a sponsorship agreement with.

Review

This policy will be reviewed on a regular basis to ensure that it complies with best practice, any relevant legislation and any internal changes.

