SPONSORSHIP POLICY

Adopted: Council 26.6.24 (min 19/24/2)
Amended and approved: Policy and Finance Committee 7.8.24 (min 17/24)

Policy

This policy sets out our definition of sponsorship and the terms upon which sponsorship may be both sought and accepted by Eastleigh Town Council. It must be noted that awarding of sponsorship does not indicate any commitment by Eastleigh Town Council to future agreements past the term initially agreed.

Definition

For the purposes of this policy, sponsorship is defined as:

*"an agreement between Eastleigh Town Council (the Council) and the sponsor, where we **receive or provide** either money or a benefit in kind for an event, campaign or initiative from an organisation which in turn gains publicity or other benefits."*

Objectives

1. To ensure the position and reputation of Eastleigh Town Council are adequately protected in sponsorship agreements.
2. To ensure that the Council adopts a fair, consistent and professional approach towards sponsorship
3. To ensure best value is obtained and provided in sponsorship arrangements, including any arrangements made where money or benefits in kind are received
4. To protect council members and individual officers from allegations of inappropriate dealings or relationships with sponsors.

General Principle

Eastleigh Town Council will actively seek opportunities to work with both local and national organisations (who have local representation in Eastleigh Parished Area) by identifying sponsorship opportunities of mutual benefit and which are in keeping with our strategic direction and core values.

The Council welcomes opportunities to work in such partnerships. However, it will not agree to sponsorship which puts the Council in a position where it might be said that such a partnership has, or might have or may be thought to have:

- Influenced the Council or its officers in carrying out its statutory functions in order to gain favourable terms from the Council in any business or other agreement.
- Aligned the Council with any organisation which conducts itself in a manner which conflicts with our values.

The Council will apply the mandatory and discretionary grounds of exclusion set out in the Public Contracts Regulations 2015 in relation to any application for sponsorship and will in all cases consider in its discretion all relevant factors including past unlawful behaviour and the need to safeguard the reputation of the Council.

The Council will therefore not consider agreements for sponsorship from:

- Organisations not complying with the Code of Practice of the Advertising Standards Authority.
- Organisations in financial, planning, legal or other conflict or dispute with the Council.
- Political parties or any organisation where sponsorship relates to an activity that may affect public support for a political party (LGA 1986 Section 2)
- Organisations involved in gambling or the production and sale of weaponry including firearms.
- Manufacturers of tobacco, alcohol or pornography.
- Organisations who do not have inclusive policies in line with those of the Council.

The above list is not exhaustive, and the Council retains the right to decline entering into sponsorship from any organisation or individual or in respect of particular products which we, in our sole discretion, consider inappropriate.

- The Council will agree with the sponsor the nature and content of the publicity and will retain the right to approve all advertising material which includes the Council's logo and/or branding.
- The Council has a strong corporate identity and materials must not detract from this.
- At all times, sponsorship agreements must comply with the procurement policy and procedures.
- Sponsorship from Councillors and Officers, and organisations for which they work or are involved with is not automatically excluded. However, the Council's Code of Conduct will apply and any individual involved will not take part in discussions or the decision making process.

Procedures for Sponsorship

Before seeking sponsorship, council officers must consider this policy document and follow the guidelines provided.

All sponsor bids will be approved according to the scheme of delegation and terms of reference for committees.

All potential sponsors will be referred to this and must comply with policy. Before agreeing to any sponsorship agreement, the following conditions are to be met:

- all financial costs must be identified including the sponsorship equivalent value of any sponsorship in kind.
- The term of the sponsorship must be clearly defined.
- The sustainability of the organisation with whom the sponsorship is agreed is detailed and reviewed within the terms of delegation.

Disclaimer

Acceptance of sponsorship does not imply endorsement of products or services by the Council, nor allow the sponsored organisation to promote the event as a Council event or activity. All marketing must clearly indicate the Council's participation is for sponsorship alone.

The Council provides no guarantee to the sponsor as to the success or otherwise of any publicity or other sponsorship opportunities. No refunds will be provided by the Council in these circumstances.

The right to appeal a decision would be through the council Complaints Policy, held here: Transparency - Eastleigh (eastleigh-tc.gov.uk)

Conflict of interest

Council officers and members are required to declare in advance if they have any personal interests, involvement or conflicts of interest and will take no part in the consideration of sponsorship with that particular organisation.