



# Community Facilities Sponsorship Policy

(Policy Number – K-COMPOL003)  
(Policy Type – Council)

## 1 Aim

To provide the framework to apply when sporting clubs, community groups or the Kentish Council seek external sponsorship which may impact Council owned/operated venues/facilities.

## 2 Policy Statement

Council owns and maintains a large number of community and sporting facilities. These facilities are public assets which are accessed by a broad cross section of the community.

Sponsorship can provide community organisations and sporting clubs with an important source of income that can support the delivery of sport, recreation, and beneficial to the local community.

It is important any messages associated with sponsorship are considerate of all people who access Council facilities, are age and culturally appropriate and are consistent with the values and integrity of Kentish community. Community organisations and clubs are required to document the terms of any sponsorship arrangements to define limitations and expectations of all parties, particularly in relation to signage.

This Policy provides guidance in relation to requests relating to the display of signage in or on buildings, reserves, or reserve infrastructure.

## 3 Policy Detail

Purpose	Description
Definitions	<p><b>Community venue</b> - means any buildings and/or reserve and associated infrastructure owned by Kentish Council that are used primarily for structured sport, recreation or events by an organisation/club that may have a lease or any other agreement with Council.</p> <p><b>Excessive drinking and/or fast-food messages</b> - means any display of messages or imagery that depicts people consuming these products. This does not mean display of a business, brand, or product name or logo within the alcohol or fast-food industry.</p>



	<p><b>Naming rights</b> - means the exclusive right for an organisation to name/brand a venue, event, or program and for the name/brand to be reflected on formal signage and communications using the following format “<b>(VENUE) PROUDLY SPONSORED BY (SPONSORS NAME)</b>” or “<b>(VENUE) SPONSORED BY (SPONSORS NAME)</b>”.</p> <p><b>Political messages</b> – means the display of any message that endorses a political party, ideal, position or opinion on any topic.</p> <p><b>Sponsorship</b> - means any agreement where a business provides funds, resources or services to an organisation or club in return for some rights that may benefit the business. Sponsorship is not philanthropic as a sponsor expects to receive a reciprocal benefit beyond modest acknowledgement.</p>
Scope	<p>The purpose of this Policy is to define the principles for accepting sponsorship proposals and relates to signage on community facilities that are leased or under a usage agreement with Council.</p> <p>The following are not considered sponsorship and are excluded from consideration:</p> <ul style="list-style-type: none"> <li>• acknowledgement is limited to uniforms and newsletters and any other means by which Council has no interest or influence;</li> <li>• donations;</li> <li>• grants, bequests, endowments, hospitality, gifts and prizes which are given, or where financial or material assistance is given without expectation of anything in return;</li> <li>• grants and/or goods provided through a formally recognised program for a specified purpose with no expectation of a commercial return;</li> <li>• joint ventures, consultancies or partnerships, in which organisations share ownership and responsibility for the ultimate outcome or product; or</li> <li>• scholarships.</li> </ul> <p>Council will not accept sponsorship from organisations promoting activities which:</p> <ul style="list-style-type: none"> <li>• are deemed inappropriate by Council, such as discriminatory, illegal or political activities;</li> </ul>



	<ul style="list-style-type: none"> <li>• do not positively reflect the Council’s core values and brand;</li> <li>• promote smoking, gambling, adult entertainment, and/or excessive drinking or consumption of ‘fast’ food.</li> </ul>
<p>Purpose / Objectives</p>	<p>The purpose and objectives of this policy is:</p> <ul style="list-style-type: none"> <li>• to provide a framework to clubs and organisations that wish to seek sponsorship to expand their income for better sustainable outcomes.</li> <li>• to ensure Council’s brand and reputation remains protected.</li> <li>• to confirm any form of sponsorship which involves sponsor acknowledgement signage will be subject to assessment under the current Kentish Planning Scheme.</li> <li>• to confirm that sponsor acknowledgement signage within any Council building is subject to this Policy.</li> </ul>
<p>Sponsorship outline</p>	<ul style="list-style-type: none"> <li>• Council supports community organisations and sporting clubs seeking sponsorship which includes sponsorship packages and advertising agreements.</li> <li>• The full costs of obtaining and managing sponsors is the responsibility of the individual organisation or club.</li> <li>• Any sponsor messages displayed at Council owned facilities must be approved and meet the requirements of this policy.</li> <li>• A reasonable person should not find any sponsorship message offensive and/or discriminatory.</li> <li>• Council may refuse any requests to display messages at its total discretion.</li> <li>• The organisation or club must ensure all signage is covered under its own insurance policy, to the level prescribed in their agreement, licence or lease agreement with the sponsor.</li> </ul>
<p>Sponsor acknowledgement</p>	<ul style="list-style-type: none"> <li>• Before any sponsorship agreement is pursued organisations and clubs are encouraged to discuss their proposed application with Council officers.</li> <li>• Applications for the installation and display of sponsor acknowledgment signage must include graphics, design and materials specifications including photographs of the installation location.</li> </ul>



	<ul style="list-style-type: none"><li>• Sponsors signage affixed to a sponsor’s board or mounted in a non-permanent fashion (e.g. a rail) is allowed to be displayed inside buildings providing that the signage complies with the criteria in this Policy.</li><li>• Consistent with the terms and conditions of Council’s agreements and leases, any structural alterations to buildings and reserve infrastructure will require the written approval of Council.</li><li>• All requests for signage must comply with the current Kentish Council planning scheme.</li></ul>
Naming Rights	<p>Applications for naming rights will be considered under the following conditions:</p> <ul style="list-style-type: none"><li>• the naming rights are limited to sports grounds only (i.e. ovals, pitches, and playing surfaces) or a specific area/portion within a reserve, but not the entire reserve</li><li>• naming rights acknowledgement must be in the form “(VENUE) PROUDLY SPONSORED BY (SPONSORS NAME)” or “(VENUE) SPONSORED BY (SPONSORS NAME)”;</li><li>• the term of the sponsorship agreement is limited to the term of the organisation/club’s licence, lease or rental agreement;</li><li>• the proposed name of a sports ground is not in any way offensive or discriminatory; and</li><li>• the community venue ground is only referred to its ‘sponsored name’ in club, association, competition or league promotions and marketing.</li><li>• a copy of the proposed naming rights sponsorship agreement is to be submitted as part of the approval process.</li><li>• Council will detail in writing the scope of the agreement with organisation/club seeking naming rights sponsorship.</li><li>• it is acknowledged not all applications for naming rights will be approved.</li><li>• upon approval, the organisation/club will be permitted to install sponsorship signage that complies with the approval and the current Kentish Planning Scheme.</li></ul>



## 4 Associated Documents and References

### 4.1 Strategic Plan Reference

Area	2	Community and Economic Development
Program	2.4	Community Facilities/Services
Objective	2.4	Provide a range of quality community facilities and services which engage and empower the community to participate.

APPROVED BY COUNCIL: 18 July 2023 Minute: 12.1

EFFECTIVE DATE: 18 July 2023

ADMINISTERED BY: Team Leader Community & Economic Development

This policy will be reviewed periodically to ensure its relevance in terms of community needs and expectations and Council goals, targets, budget and statutory requirements.