

Document 6.14

**PROTOCOL FOR GENERATING INCOME
THROUGH SPONSORSHIP**

(Guidance for Councillors and Officers)

Adopted 27 March 2017

Review by March 2019

1 Introduction

The purpose of the policy is to set out the terms upon which sponsorship may be sought and approved by Hertford Town Council.

The Council is committed to developing appropriate sponsorship opportunities, to support its core activities either directly or indirectly. It will encourage commercial relationships that do not conflict with the delivery of its strategic goals whilst retaining and protecting its reputation.

The policy is to provide helpful advice to Council officers and prospective sponsors on what is, and is not, an acceptable form of advertising for the Council.

The policy relates to sponsorship opportunities connected to the Council's events and other activities that it has responsibility for.

2. Sponsorship

For the purposes of this policy, sponsorship is defined as

‘An agreement between the Council and the sponsor, where the Council receives either a money or a benefit in kind for an event, campaign or initiative from an organisation which in turn gains publicity and branding or other benefits.’ Any organisation interested in sponsorship any Council event should submit a sponsorship agreement to the Marketing and Events Manager for approval.

The policy aims to:

- Maximise the opportunities to attract commercial sponsorship for appropriate events, campaigns or initiatives.
- Make sure that the Council's position and reputation is adequately protected.
- Make sure an appropriate return is generated from sponsorship agreements.
- Make sure that a consistent and professional approach is adopted to the development of sponsorship agreements.
- Ensure that the reputation of Hertford Town Council is protected.
- Avoid conflicts of interest between sponsors, events or the Town Council.
- Protect Councillors and Officers from potential allegations of inappropriate dealings or favouritism with sponsors.

The Council will welcome all opportunities to work with sponsors where such arrangements support its core values. However, it will not enter into a sponsorship agreement if, in the reasonable opinion of the Council, the agreement:

- May be perceived as potentially influencing the Council or Officers in carrying out its statutory functions in order to gain favourable terms from the Council on any business or other agreement.
- Aligns the Council with any organisation or individual which conflicts with its values and priorities.

The Council will not therefore enter into sponsorship with agreements with:

Protocol, Generating Income through Sponsorship

- Organisations that do not comply with the Advertising Standards Authority code of practice.
- Organisations in financial or legal conflict with the Council.
- Organisations with a political purpose, including pressure groups and trade unions.
- Organisations involved in racial or sexual prejudice or discrimination on the basis of disability, faith or gender.

The list above is not exhaustive and the Council retains the right to decline sponsorship from any organisation or individual or in respect of particular events, which the Council in its sole discretion considers inappropriate.

The Council will agree with the sponsor, the nature and content of the publicity anticipated from the sponsorship opportunity, and will retain the right to approve all advertising material. The Council has a strong corporate identity and material relating to sponsorship agreements must not conflict with, or compromise this.

Sponsors must ensure that:

- When promoting a sponsored event, it is clearly identifiable that the event is organised by Hertford Town Council. The sponsor will therefore only refer to their organisation as sponsor or associate sponsor of the event.
- The sponsor must get sign off on press releases detailing the event from Hertford Town Council prior to distribution.
- The sponsor gets approval on the use of any event images or Town Council logos prior to use.

3. **Procedures**

Before agreeing sponsorship, Council officers will consider the policy document and follow the guidelines provided.

The overall coordination of sponsorship agreements across the Council will be the responsibility of Marketing and Events Manager.

All potential sponsors should be referred to the policy for information and guidance.

Ensure that a consistent pricing structure is in place for event sponsorship. This will provide assurance to the sponsor that they are paying a transparent set price for the proposed package agreed.