

# HERTFORD TOWN COUNCIL EVENT SPONSORSHIP TERMS AND CONDITIONS

1. 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 the sponsorship of any Council event should submit a sponsorship agreement form to the Events Team for approval.

1.1 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:
- 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.

1.2 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.

1.3 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.

1.4 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.