

MAJOR SPONSORSHIP POLICY (COMMUNITY POLICY)

1 Scope:

This policy applies to Rockhampton Regional Council employees and Councillors, who administer and approve assistance provided through the major sponsorship scheme.

This policy does not apply to the following financial assistance and grants programs:

- Remission of Rates;
- Regional Arts Development Fund; or
- Community Grants and Minor Sponsorship

2 Purpose:

To ensure there is a fair, equitable and transparent framework for the administration and approval of assistance through the major sponsorship scheme.

3 Related Documents:

Primary

Nil

Secondary

Major Sponsorship Procedure

Multi-Year Sponsorship Agreement

4 Definitions:

To assist in interpretation, the following definitions apply:

Council	Rockhampton Regional Council
Employees	<i>Local government employee:</i> (a) the chief executive officer; or (b) a person holding an appointment under section 196 of the <i>Local Government Act 2009</i> .
Region	Area defined by the electoral boundaries of Rockhampton Regional Council.
Sponsorship	Negotiated arrangement involving the provision of funds, or in-kind support in exchange for advertising, publicity or other benefits.

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5 Policy Statement:

Council will allocate funds within its annual budget for the provision of major corporate sponsorship to organisations undertaking events that provide significant economic and community development outcomes for the Region through:

- Increased community participation in the Region;
- Activation of civic spaces;
- Promotion of the Region as a destination; and
- A tangible benefit to Council e.g. enhanced corporate image or revenue potential.

Council may commit to providing corporate sponsorship on a recurrent basis for regional events deemed to be of significant community benefit. These will be subject to a multi-year sponsorship agreement.

All requests will be subject to application, assessment, approval, acknowledgement and acquittal requirements.

The eligibility criteria and processes for applying and administering these funds have been adopted as a procedure to this policy. The Major Sponsorship Procedure will facilitate a fair, accountable and transparent process for the distribution of funds across the community and ensure that Council's contribution is recognised and recorded.

6 Review Timelines:

This policy will be reviewed when any of the following occur:

- 6.1. The related information is amended or replaced; or
- 6.2. Other circumstances as determined from time to time by the Council

7 Responsibilities:

Sponsor	Chief Executive Officer
Business Owner	General Manager Community Services
Policy Owner	Manager Communities and Facilities
Policy Quality Control	Corporate Improvement and Strategy

MICHAEL ROWE
GENERAL MANAGER COMMUNITY SERVICES

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