



Philanthropic Partnerships and Sponsorship Policy

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13 July 2026	1.0	Initial policy

1. Purpose

Council has a responsibility to deliver programs, services and infrastructure that achieve positive and sustainable outcomes for the municipal community. In addition to its core service delivery, Council conducts and supports a range of initiatives, events and activities, including community, cultural and economic development programs.

This policy establishes a clear, ethical, transparent, and risk-based governance framework for entering, managing and evaluating philanthropic partnerships and sponsorship arrangements, whether initiated by Council or external organisations.

The Policy ensures that all arrangements:

- Align with Council's strategic objectives and public interest obligations
- Deliver demonstratable community value
- Are managed consistently, professionally and in a transparent manner to comply with relevant legislation, Council policies and good governance practices.

2. Scope

This Policy applies to:

- Incoming financial and in-kind support provided to Council through sponsorship and philanthropic partnerships; and
- Outgoing in-kind sponsorship support provided by Council to third parties.
- All Councillors
- All Council officers involved in initiating, negotiating, assessing, approving, managing or monitoring sponsorships and philanthropic partnerships.

For the purposes of this Policy:

- A **philanthropic partnership** is a values-based, collaborative relationship between Council and a not-for-profit or community organisation focused primarily on achieving shared social environmental or community outcomes, rather than commercial or promotional gain. These arrangements may involve financial and/or in-kind contributions, with recognition being proportionate and secondary to community impact.
- A **sponsorship** is a commercial or promotional arrangement involving the provision of financial and/or in-kind support in exchange for defined marketing, promotional or brand recognition benefits.

Council may support initiatives that deliver community benefit across a broad range of areas, including but not limited to community wellbeing, children and families, youth, arts and culture, sport and recreation, environment, inclusion and diversity, First Nations communities and social support initiatives.

This Policy does not apply to:

- Partnerships made under Council's Strategic Partnerships Framework
- Victorian or Australian Government funding programs or grants
- Community, business or other grant programs administered by Council
- Donations offered to and provided by Council
- Destination Events Program arrangements
- Commercial leases and contract arrangements with Council
- Unsolicited proposals, which must be assessed under Council's Unsolicited Proposals Policy. This does not include requests solely for outgoing sponsorship or in-kind support, provided they do not involve commercial arrangements, service delivery, or the use or development of Council assets and are, therefore, assessed under this Policy.
- Frankston Charitable Fund and Frankston Library Theatre Trust, or additional Trusts established by Council

3. Governance Principles and Council Plan Alignment

3.1. Governance Principles

A Council must, in the performance of its role, give effect to the overarching governance principles (*Local Government Act 2020 (Act)* s9). In accordance with the Act, this Policy aligns with the following governance principle/s:

Principle (b) priority is to be given to achieving the best outcomes for the municipal community, including future generations;

Principle (c) the economic, social and environmental sustainability of the municipal district, including mitigation and planning for climate change risks, is to be promoted;

Principle (g) the ongoing financial viability of the Council is to be ensured;

3.2. Council Plan Alignment

Strategic Outcome 1: Healthy and Inclusive Communities – Improve community health, safety and wellbeing by reducing harms and promoting healthy lifestyles. Strengthen resilience, inclusiveness and enrich culture and diversity.

Strategic Outcome 4: Council Performance and Leadership – A forward-thinking and responsive council that values community input, committed to optimising services, ensuring robust governance and making sustainable decisions.

4. Policy

4.1. Key Principles

All philanthropic partnerships and sponsorship arrangements must be guided by the following principles:

4.1.1. Ethical Conduct & Probity

- 4.1.1.1. Councillors must not actively seek sponsorship, including financial commitments, but may facilitate awareness of Council-approved and publically available sponsorship opportunities, ensuring adherence to Section 4.4 of this Policy and limited to non-selective dissemination of information and referral to Council officers.
- 4.1.1.2. Council officers must not actively seek sponsorship, including financial commitments, unless it is supported by either a delegated officer or Council approved and publicly available prospectus.
- 4.1.1.3. Council decisions or delegated officer approval for sponsorship must be impartial, evidence-based and made in the public interest.
- 4.1.1.4. Both Councillors and Council officers' actual, potential or perceived conflicts of interest must be identified, disclosed and appropriately managed in accordance with legislative requirements.
- 4.1.1.5. Sponsorship-arrangements must not compromise Council's independence, integrity or regulatory obligations.

4.1.2. Public Interest & Council Plan Alignment

- 4.1.2.1. Sponsorships must align with Council's adopted plans, strategies and statutory responsibilities.
- 4.1.2.2. Sponsorships and Philanthropic partnerships must demonstrably deliver community benefits.

4.1.3. Transparency & Accountability

- 4.1.3.1. All arrangements must be documented, approved and reported in accordance with Council requirements.
- 4.1.3.2. Any decision-making must occur within delegated authority and be open to scrutiny.

4.1.4. Efficiency & Effectiveness

- 4.1.4.1. Arrangements must deliver value for money and make appropriate use of Council resources.
- 4.1.4.2. Administrative and compliance effort must be proportionate to the size, complexity and risk of the arrangement.

- 4.1.4.3. Sponsorship monies received must be attributed to the approved Sponsorship program to which they relate and must not be reallocated or applied for other purposes. Any unspent sponsorship monies will be retained and carried forward for use within the same program in subsequent financial years, subject to Council's budget and financial management processes.
- 4.1.4.4. Following completion of the program, and where applicable, in-kind contributions received through sponsorship or philanthropic partnerships may be retained and applied to the program in future years, or otherwise disposed of or donated.
- 4.1.4.5. Any decision regarding the carry-forward, retention, disposal or donation of sponsorship funds or in-kind contributions must be documented, approved in accordance with the relevant delegation, and recorded in Council's Sponsorship and Philanthropic Partnerships Register.
- 4.1.5. Risk management
 - 4.1.5.1. Reputational, financial, legal, operational and strategic risks must be identified and managed and reported appropriately.
 - 4.1.5.2. Council will not enter into arrangements that expose it to unacceptable risk in accordance with Council's risk management framework.

4.2. Types of Arrangements

4.2.1. Outgoing Sponsorships

- 4.2.1.1. An outgoing sponsorship is an arrangement where Council provides contributions to an external organisation, event, program or activity that aligns with Council objectives and provides a community benefit.
- 4.2.1.2. Council may provide outgoing sponsorship support to external organisations for events or activities that enhance the municipality, including hallmark, community and special events.
- 4.2.1.3. Councillors must not initiate, sponsor, endorse or advocate for outgoing sponsorship arrangements on behalf of specific organisations or events, including organisations with which they have formal or informal associations.
- 4.2.1.4. Any Councillor with an actual, potential or perceived association with an applicant for outgoing sponsorship must declare that association and must not participate in deliberation or decision-making relating to that arrangement, in accordance with the Model Councillor Code of Conduct and Council's Conflict of Interest Policy.
- 4.2.1.5. Outgoing sponsorship may be in the form of in-kind support only, such as venue hire or promotional assistance.
- 4.2.1.6. The approval of in-kind support, based on its assessed value, must comply with the applicable financial delegations of the relevant Coordinator, Manager or Director.

4.2.1.7. Requests from external organisations seeking outgoing in-kind sponsorship support from Council, will be considered and assessed under this Policy, where those requests:

- Are confined to defined in-kind support;
- Relate to a program, event, activity or initiative aligned with Council objectives; and
- Deliver measurable community outcomes
- Promote inclusion, accessibility and participation
- Do not seek commercial arrangements, service delivery, use or development of Council land or assets beyond standard sponsorship support.

Where a request seeks broader or bespoke commercial, service, land use or strategic outcomes, it will be treated as an unsolicited proposal and assessed in accordance with Council's *Unsolicited Proposals Policy*.

4.2.1.8. Sponsorships awarded by Council will be subject to conditions as set out in a Sponsorship Agreement, and must be signed prior to the finalisation of the in-kind services being delivered.

4.2.1.9. Sponsorship recipients will be required to submit reports regarding the performance and outcomes of their sponsored activity.

4.2.2. Incoming Sponsorships and Philanthropic Partnerships

4.2.2.1. Sponsorships or philanthropic partnerships in relation to Council approved programs, services, events, facilities or infrastructure may be supported by Councillors in facilitating awareness of the sponsorship or partnership opportunity, subject to strict compliance with this Policy and without involvement in assessment, negotiation, tier classification, benefit allocation or approval, and will be arranged and managed by Council officers

4.2.2.2. Opportunities may involve:

- Financial support;
- In-kind support (such as goods, services or expertise); or
- A combination of financial and in-kind contributions.

4.2.2.3. All philanthropic partnerships and sponsorships must:

- Be endorsed by Council or approved by an appropriate delegated officer
- Be documented in accordance with Council's record management processes
- Be recorded in Council's Sponsorship and Philanthropic Partnerships Register
- Align with Council objectives and strategic priorities
- Demonstrate value for money
- Not adversely affect Council's reputation or public confidence

- Include a defined term and end date, established prior to commencement
- Be evaluated upon conclusion and reported appropriately

4.2.3. Sponsorship Classification

- 4.2.3.1. Sponsorship arrangements may be classified into **tiers** to reflect the scale, value, complexity and associated benefits of the sponsorship.
- 4.2.3.2. Delegated officers may determine the classification level (tier) of a sponsorship based on the requirements of the program, project or activity, including consideration of financial value, in-kind contribution, risk, complexity and expected benefits.
- 4.2.3.3. Councillors must not influence, directly or indirectly, the classification of sponsorship tiers, allocation of benefits, determination of bespoke provisions, or any variation from standard sponsorship frameworks.
- 4.2.3.4. An example of a tiered sponsorship classification model, including indicative contribution levels and benefits, is set out in **Appendix 1** of this Policy.
- 4.2.3.5. The application of sponsorship tiers is intended to support consistency, transparency and proportionality in assessment, approval and management of sponsorship arrangements.
- 4.2.3.6. Philanthropic partnerships may adopt alternative contribution structures where recognition and marketing benefits are secondary to achieving community outcomes. In such cases, assessment will prioritise social impact and public value rather than promotional return.

4.3. Sponsorship and Partnership Process

The following sets out the sponsorship process:

Step	Details
1 Identification & preliminary evaluation	Council identifies a potential program, service, event, facility or initiative that may be suitable for sponsorship or philanthropic partnership. Relevant officers undertake an initial evaluation to confirm the purpose, scope, intended outcomes, indicative value, and proposed timeframe (including commencement and end date).
2 Program Approval	The proposed program or activity is reviewed and approved internally as suitable for sponsorship or partnership consideration, having regard to Council objectives, public value, reputational considerations and available resources.
3 Risk assessment	Relevant officers undertake a risk assessment to identify and evaluate potential reputational, financial, legal, operational and strategic risks associated with the proposed sponsorship or

		partnership opportunity, including feasibility, resourcing, timelines and interdependencies.
4	Prospectus development	Where Council is proactively seeking sponsorship or partnership opportunities, a Sponsorship and Partnership Prospectus is prepared by relevant officers in accordance with this Policy.
5	Applications / Proposals	Proposals may be: • solicited through a published Prospectus; or • submitted to the CEO or CEO delegate, via a formal application All proposals must be submitted in writing and include sufficient information to enable assessment under this Policy.
6	Assessment	Proposals are assessed against the criteria set out in this Policy. Assessment effort is proportionate to the value and risk of the proposal.
7	Endorsement and approval	Eligible proposals are presented to the appropriate delegate or Council for endorsement and approval.
8	Agreement & implementation	Approved sponsorships and philanthropic partnerships are documented in a formal Sponsorship or Partnership Agreement prior to commencement. Council officers manage the arrangement in accordance with the Agreement, including finalisation and provision of contribution, delivery of agreed benefits, monitoring, reporting and evaluation.

4.3.1. Sponsorship and Philanthropic Partnership Prospectus

- 4.3.1.1. Where Council proactively seeks sponsorship or philanthropic partnership opportunities, a Sponsorship or Partnership Prospectus must be prepared and approved by Council or a delegated officer.
- 4.3.1.2. Where appropriate, opportunities will be promoted via a sponsorship or partnership prospectus published on Council's website.
- 4.3.1.3. The purpose of the Prospectus is to provide transparency, consistency and equity of access to sponsorship and partnership opportunities. The required content for inclusion in a Prospectus is outlined in **Appendix 2**. The scope, level of detail and design of a Prospectus may vary depending on the size, scale and nature of each sponsorship program.
- 4.3.1.4. The Prospectus does not constitute an offer or commitment by Council and Council reserves the right to vary, suspend or withdraw opportunities at its discretion.

4.3.2. Assessment of Incoming Sponsorships

- 4.3.2.1. The assessment of proposals for incoming sponsorships involving financial contributions to Council will be guided by Council's governance principles, probity requirements and public interest obligations. The following criteria will be considered (template provided in **Appendix 3**):

Criterion	Description
Compliance with Prohibited Arrangements	Council will not accept financial sponsorship from any organisation or individual that falls within the prohibited categories set out in this Policy. Prohibited arrangements apply irrespective of the value of the contribution, and no flexibility is available in this regard.
Lawfulness and Ethical Acceptability	The proposed sponsorship must be lawful and ethically acceptable and must not require Council to act inconsistently with its legislative, regulatory or statutory responsibilities. Council will not accept funds where conditions attached to the sponsorship would compromise Council's independence, decision-making integrity or ability to act in the public interest.
Reputational Impact and Public Confidence	Council will consider whether acceptance of the sponsorship is likely to have a neutral or positive impact on Council's reputation and public confidence. While Council may be more open to accepting a broad range of funding sources, sponsorships that pose a material reputational risk, create perceived endorsement of inappropriate activities, or may reasonably undermine community trust will not be supported.
Alignment with Council Objectives (broad alignment)	Alignment with Council's strategic objectives may be assessed at a broad level, rather than requiring direct program-by-program alignment. Sponsorships that support, enable or enhance Council's ability to deliver community outcomes, services or infrastructure will generally be preferred. Direct alignment with a specific Council Plan action or outcome, while beneficial, is not mandatory where the overall public benefit and community value is clear.
Absence of Undue Influence or Conditionality	Council will consider whether the sponsorship is offered without inappropriate conditions, expectations or influence over Council decisions, service delivery, procurement, development outcomes or regulatory processes. Sponsorships that seek to secure preferential treatment, decision-making advantage or commercial leverage with Council will not be accepted.

Value and Benefit to Council and the Community

Council will assess whether the financial contribution represents a genuine benefit to Council and the community, having regard to the scale of the contribution, its proposed use, and any associated costs, obligations or administrative burden.

Where incoming sponsorship involves limited or no promotional return to the sponsor, Council may place greater emphasis on the net benefit achieved through the financial contribution.

4.3.3. Outgoing assessment

- 4.3.3.1. The following table outlines the criteria that assessing officers will take into account when assessing outgoing sponsorship opportunities or requests (template provided in **Appendix 4**):

Criterion	Description
Strategic alignment	The extent to which the proposal supports Council's vision, Council Plan outcomes, adopted strategies and statutory responsibilities and demonstrates a clear alignment between the objectives of Council and the external organisation
Financial capacity and risk	The financial stability and capability of the external organisation to meet its obligations under the proposed arrangement, including consideration of financial viability, value for money, budget impacts, and identification and management of financial risks to Council
Community benefit	The degree to which the proposal delivers tangible and measurable benefits to the municipal community, including social, cultural, environmental or economic outcomes, community reach, inclusiveness and long-term public value
Ethical conduct and compliance	The external organisation's demonstrated commitment to ethical behaviour, transparency and probity, including compliance with applicable laws, regulations, Council policies, conflict of interest requirements and relevant Codes of Conduct
Reputational impact	The potential positive or negative impact of the arrangement on Council's reputation and public confidence, including alignment with Council values, brand considerations, stakeholder perceptions and any association risks.

4.4. Prohibited Arrangements

- 4.4.1. Council will not enter into any sponsorship or philanthropic partnership arrangement with any person or organisation that is:

- 4.4.1.1. A current Councillor or Council officer;
- 4.4.1.2. Subject to, or involved in, active Council decisions, including procurements, commercial lease negotiations or planning approvals;
- 4.4.1.3. A developer that is in a pre-application stage or has a current or pending development or planning application with Council;
- 4.4.1.4. An international business or organisation where the relationship arises from an existing or proposed sister city or friendship city arrangement;
- 4.4.1.5. A religious organisation seeking to promote, advance or advocate its spiritual or religious beliefs;
- 4.4.1.6. A registered political party;
- 4.4.1.7. An office holder, currently occupying or is a candidate for, political office at any level of government;
- 4.4.1.8. Involved in the prohibited or high-risk industries, including (but not limited to) tobacco production, gambling, armaments, pornography or child labour;
- 4.4.1.9. Otherwise likely to damage, or reasonably be perceived as damaging, Council's reputation, integrity or public confidence.

Council retains absolute discretion to determine whether a proposed sponsorship or partnership falls within any prohibited category, having regard to probity, reputational risk and public interest considerations.

- 4.4.2. So as to avoid the potential and perceived bias, influence or preferential access, Councillors must not:
 - 4.4.2.1. Approach, solicit or target specific individuals or organisations in relation to sponsorship or philanthropic partnership opportunities.
 - 4.4.2.2. Advocate for or promote a particular sponsor or partner, whether publicly or privately.
 - 4.4.2.3. Assist with the preparation, refinement negotiation or submission of any sponsorship or partnership proposal.
 - 4.4.2.4. Provide commentary or express an opinion or indicate a view on the merits, ranking or likelihood of success of any application or proposal.
 - 4.4.2.5. Be involved in any procurement, contracting or administrative activities associated with a sponsorship or philanthropic partnership, including financial processes such as invoicing, payment requests or acquittals.
 - 4.4.2.6. Seek or imply preferential treatment for any sponsor or partner.

4.5. Sponsorship and Partnership Agreement

- 4.5.1. Any sponsorship or partnership agreement entered into with Council must not, and will not, influence or be taken into account in any current or future decision-making of Council.

- 4.5.2. All approved arrangements must be documented in a written Sponsorship or Partnership Agreement, executed prior to commencement.

Minimum inclusions:

- Purpose, scope and term
- Treatment of contributed funds or use of in-kind support
- Contributions and benefits
- Performance measures and reporting
- Risk, insurance and indemnity
- Conflict of interest and probity provisions
- Privacy, confidentiality and data management obligations
- Termination and dispute resolution
- Any other matters required to protect Council's legal, financial (GST applicable) and reputational interests.

4.5.3. Bespoke Agreement Provisions

- 4.5.3.1. To ensure sponsorships and philanthropic partnerships are effective and deliver maximum value, Sponsorship and Partnership Agreements may include bespoke or tailored provisions that reflect the specific objectives, capacity and needs of Council and the sponsor or partner.

- 4.5.3.2. Standard benefits, recognition or activation options may be varied or replaced where they are not suitable or would not provide meaningful value to either party.

- 4.5.3.3. Any bespoke provision must:

- Align with Council's objectives, values and public interest obligations
- Be clearly documented, measurable and transparent
- Represent value for money and community benefit
- Be approved in accordance with this Policy

- 4.5.4. All agreements must comply with Council's procurement and financial policies and be executed in accordance within delegation limits.

4.6. Monitoring and Evaluation

- 4.6.1. Council will:

- Maintain a register of all sponsorships and partnerships, including Councillor involvement when facilitating sponsorship or partnership opportunities
- Monitor compliance with agreements
- Evaluate outcomes and community benefit
- Report publicly on sponsorship arrangements
- Provide annual reporting to Council

- 4.6.2. Monitoring and evaluation will include, where proportionate to the size and risk of the arrangement:

- Ongoing monitoring of compliance with the Sponsorship or Partnership Agreement
- Financial acquittal of funding and in-kind contributions
- Assessment of delivery against agreed outputs, outcomes and performance measures
- Review of community benefit and alignment with Council objectives
- Consideration of reputational impacts and stakeholder feedback
- Identification of lessons learnt to inform future arrangements

4.7. Large Scale and Complex Sponsorship and Partnership Programs

- 4.7.1. The categorisation of a sponsorship or philanthropic partnership program as large-scale or complex will be determined by the CEO, having regard to factors such as financial value, duration, risk profile, public interest, reputational impact and governance complexity, and will require endorsement by Council.
- 4.7.2. Where a program is categorised as large-scale or complex, Council will establish an internal committee to provide governance oversight of the program.
- 4.7.3. A Terms of Reference must be developed and approved for any internal committee established under this section prior to commencement of the program.
- 4.7.4. The Terms of Reference will, as a minimum, address the following matters:
 - The purpose and scope of the committee and the program
 - Committee establishment arrangements
 - Councillor and officer representation
 - Committee tenure and reporting obligations
 - Frequency of meetings
 - The level and nature of financial and/or in-kind contributions involved
 - Decision-making processes, including how financial contributions are allocated, endorsed and monitored
 - Probity, conflict of interest and risk management requirements
- 4.7.5. Large-scale and complex sponsorship and partnership programs remain subject to all other requirements of this Policy, including agreement, reporting, evaluation and public transparency obligations.

4.8. Post-Approval and Agreement Conduct

- 4.8.1. Following approval of a sponsorship or philanthropic partnership, Councillors and Council officers must not advocate for, publicly promote, or represent a sponsor or partner beyond Council-approved communications and agreed recognition arrangements. Councillors must not act in a manner that creates a perception of endorsement or preferential association with any sponsor or partner.

4.9. Conflicts of interest

- 4.9.1. Councillors and officers:
 - Must not receive personal benefit from any philanthropic partnership or sponsorship

- Must not accept gifts or benefits from prospective or active sponsors or partners
- Must declare and manage conflicts in accordance with legislation and Codes of Conduct, including non-pecuniary, perceived or relational conflicts arising from facilitation of sponsorship or partnership opportunities or associations with sponsors or applicants.

4.9.2. It is expected that any individual or organisation with a sponsorship or partnership agreement with Council will disclose the agreement if lodging development or grant applications or tender proposals with Council.

4.10. Privacy and Information Management

Council is committed to protecting the privacy of personal and confidential information collected, used and disclosed in connection with philanthropic partnerships and sponsorship arrangements. In administering this Policy, Council may collect personal and business information from sponsors and partners for the purposes of assessing eligibility and suitability, managing and monitoring arrangements, meeting governance and probity requirements, and fulfilling reporting and public accountability commitments.

All personal information will be handled in accordance with the *Privacy and Data Protection Act 2014* and Council's Privacy Policy and Information Management Framework. Council will take reasonable steps to ensure that information collected is accurate, up to date, secure and accessed only by authorised officers for legitimate Council purposes.

Information collected under this Policy may be used and disclosed internally within Council for assessment, approval, monitoring, reporting and audit purposes, and may also be disclosed where required or authorised by law.

In order to meet transparency and public accountability commitments, Council may publicly disclose selected information relating to sponsorships and philanthropic partnerships, including through Council reports, registers and publications. Public disclosure will be limited to information reasonably necessary to meet these commitments.

Sponsors and partners acknowledge that information provided to Council in connection with sponsorship or philanthropic partnership arrangements may be subject to public disclosure and cannot be guaranteed confidentiality where disclosure is required to meet legislative, governance or transparency requirements.

4.11. Reporting and Transparency

- 4.11.1. Any facilitation of awareness by a Councillor must be declared to the relevant Council officer and recorded as part of the assessment and approval documentation, including the Sponsorship and Philanthropic Partnerships Register.
- 4.11.2. Any funds or in-kind contributions received by Council through sponsorships or philanthropic partnerships are to be treated as public monies or public resources and must be applied solely for the purpose(s) agreed and documented in the relevant Sponsorship or Partnership Agreement.

- 4.11.3. Council Officers will report back to sponsors and partners on the outcomes of the program within three (3) months after the completion of the arrangement, detailing how the sponsorship was spent/used, return on investment and other relevant information.
- 4.11.4. A report of sponsorships and partnerships will be provided to Council annually, which will include all approaches, total amount provided/received and other relevant information.
- 4.11.5. A summarised list of sponsorship arrangements will be made publicly available on Council's website.

5. Roles and Responsibilities

Role	Responsibility
Council	Power to endorse or approve sponsorship or philanthropic partnerships or related prospectus
Councillors	May facilitate in the awareness of Council endorsed or approved sponsorship or philanthropic partnership prospectus. These instances must be declared to the relevant Officer.
Chief Executive Officer	Responsible for: - Reviewing and approving sponsorship and philanthropic partnerships and prospectus where required - overall accountability for implementation of the Policy
Directors	Responsible for: - Providing oversight of the sponsorship program relevant to their Directorate - Ensuring arrangements within their directorate complies with this Policy and are appropriately managed
Manager Governance	Responsible for: - Ensuring a copy of this policy and associated register is available on Council's website or available for public inspection when requested - Ensuring the associated register is reported to Council annually - Providing oversight and advice on the implementation of this Policy - Reviewing this Policy
Governance	Responsible for: - The administration of the Sponsorship and Partnership Register - Uploading a summary of the Sponsorship and Partnership Register to the website on a quarterly basis

Responsible Managers	Responsible for: • Identifying and formalising sponsorship and partnership opportunities • Ensuring the sponsorship or partnership activity is registered in the Sponsorship and Partnership Register • Preparing the Prospectus for each sponsorship and partnership program • Overseeing the assessment of sponsorship and partnership applications, Agreement negotiation and execution • Ensuring the sponsorship or partnership arrangement is well managed and in accordance with the respective Agreements • Managing the financial contributions in accordance with the sponsorship and partnership program requirements • Providing a report to Council at the conclusion of the program
Responsible Officers	Responsible for: • Providing administrative support in the assessment, agreement preparation, monitoring of the sponsorship program and undertaking evaluation of the sponsorship and partnership arrangements • Recording Councillor facilitation activities in the Register upon receipt from the relevant Councillor • Preparing a report to the sponsor/partner on the outcomes of the sponsorship and partnership.

6. Policy non-compliance

Failure to comply with this Policy may result in:

- Termination or withdrawal from sponsorship or partnership arrangement;
- Reputational, financial or legal risk to Council; and
- Management action in accordance with relevant Council policies and procedures.

7. Definitions

Term

Definition

Agreement

Means a written Sponsorship Agreement, Partnership Agreement or Letter of Agreement entered into by Council that sets out the terms and conditions of a sponsorship or philanthropic partnership arrangement.

Arrangement

Means any sponsorship or philanthropic partnership entered into by Council, including financial and/or in-kind support, whether incoming or outgoing.

<i>Bespoke provisions</i>	Means customised benefits, recognition, activation or other terms included in an Agreement that are specifically tailored to meet the needs and objectives of Council and the sponsor or partner.
<i>Developer</i>	Means an applicant, or prospective applicant, for a planning application or similar, including a planning scheme amendment. This includes any consultants, advisors, agents, representatives, landowners or persons closely associated with the developer who is appointed to promote or advocate for the developer's interests or proposal.
<i>Facilitate Awareness</i>	Means the passive communication of publicly available information about a Council-endorsed sponsorship or philanthropic partnership opportunity, including referral to Council publications or officers. Facilitation of awareness does not include targeted approaches, advocacy, endorsement, assistance with proposal development, commentary on likelihood or success, or any representation that implies preferential treatment or Council support beyond that formally approved.
<i>Financial contribution</i>	Means a monetary contribution provided under a sponsorship or philanthropic partnership arrangement, including cash payments or funding support.
<i>Incoming sponsorship</i>	Means a sponsorship agreement where Council receives financial and/or in-kind support from an external organisation or individual in exchange for defined recognition, promotional opportunities or other agreed benefits, subject to Council's governance, probity, transparency and public interest obligations.
<i>In-kind support</i>	Means non-financial contributions provided under an arrangement, including goods, services, facilities or resources or professional expertise.
<i>Philanthropic partnership</i>	Means a collaborative, values-based relationship focused primarily on achieving shared social, environmental or community outcomes rather than commercial or promotional gain. These arrangements may involve financial and/or in-kind contributions, with recognition being proportionate and secondary to community impact.
<i>Probity</i>	Uprightness, integrity, honesty, proper and ethical conduct and propriety in dealings. It is often also used in government in a general sense to mean good process
<i>Public interest</i>	Means the collective benefit or wellbeing of the municipal community, including present and future generations.
<i>Sponsorship</i>	Means a commercial or promotional arrangement involving the provision of financial and/or in-kind support in exchange for defined marketing, promotional or brand recognition benefits.
<i>Outgoing Sponsorship</i>	Means a sponsorship where Council provides in-kind support to an external organisation, event, program or activity that aligns with Council objectives and provides a community benefit.

<i>Sponsorship Tier</i>	Means a classification level assigned to a sponsorship arrangement based on its scale, value, complexity and associated benefits.
<i>Unsolicited Proposal</i>	A proposal submitted to Council that has not been requested through a competitive process, and that may include commercial, service, infrastructure, or development opportunities.
<i>Value for money</i>	Means an assessment of efficiency and effectiveness having regard to cost, quality, benefit and risk, including the achievement of public value and community outcomes.

8. Related documents

8.1. Legislation

- *Local Government Act 2020*
- *Financial Management Act 1994*

8.2. Documents and resources

- Model Councillor Code of Conduct
- Procurement Policy
- Financial Management Policy
- Strategic Partnerships Framework (*under development*)
- Risk Management Framework
- Philanthropic Partnerships and Sponsorships Assessment Protocol
- Philanthropic Partnership and Sponsorship Register

9. Implementation of the Policy

This Policy will be made available on Council's website following its adoption and made available as part of Prospectus documents developed by Council.

Appendix 1

Sponsorship Tier Structure Example

The below table sets out an example contribution Tier structure with sample benefits for the sponsor. Each program may undertake an evaluation of their own proposed Tier structure.

This model represents an example associated with a sponsorship arrangement. Philanthropic partnerships may adopt alternative structures where recognition and marketing benefits are secondary to achieving community outcomes. In such cases, contributions will prioritise social impact and public value rather than promotional return.

Sponsor Tier	Financial contribution or in-kind equivalent	Example Sponsor benefit
Tier 1 Highest level of sponsor contribution	\$10,001 and greater Highest level of financial contribution	Naming rights for a limited period of an event or asset. Significant presence on marketing collateral related to the event, season or program (including logo on all material). Opportunities for significant presence at events/activities in a premium position.
Tier 2 Medium level of contribution	\$6,001 - \$10,000 Medium level of financial contribution to an individual event or activity	Naming of individual award categories or specific events. Opportunity for physical presence at event/activity.
Tier 3 Low level of contribution	\$2,000 - \$6,000 Low level of contribution to an individual event or activity	Limited presence in marketing campaigns. Visible signage with logos at the event or activity.
Foundation Individual sponsorships	Under \$2,000 Lowest contribution amount considered for an individual event or activity	Limited presence in marketing campaigns.

Appendix 2

Sponsorship and Partnership Prospectus – Structure Template

This template may be used by Council officers to develop a Sponsorship and Partnership Prospectus when seeking to proactively invite interest from potential sponsors or partners.

1. Introduction

Provide an overview of Council, including:

- Council's role and functions;
- Relevant Council values, priorities and strategic objectives; and
- How sponsorships and partnerships support community outcomes.

2. Overview of the Opportunity

Describe the sponsorship or partnership opportunity, including:

- Program, service, event or initiative name;
- Background and purpose;
- Location and duration; and
- Target audience or community benefited.

3. Objectives and Intended Outcomes

Clearly articulate:

- The objectives of the sponsorship or partnership;
- Desired community, social, cultural, environmental or economic outcomes; and
- How success will be measured.

4. Type of Arrangement

Specify the type of arrangement sought:

- Philanthropic partnership;
- Sponsorship; or
- A combination of both.

Include any preferred structure or limitations.

5. Sponsorship or Partnership Options

Where applicable, outline available options, such as:

- Sponsorship or partnership tiers or packages;
- Exclusivity arrangements;
- Naming rights; and
- Customisable opportunities.

6. Contribution Requirements

Detail the expected contributions, including:

- Financial contributions (including ranges or minimums);
- In-kind contributions (goods, services, expertise or resources); and
- Any conditions attached to contributions.

7. Benefits and Recognition

Describe the benefits available to sponsors or partners, which may include:

- Branding and logo recognition;
- Acknowledgement at events or on Council assets;
- Promotional or marketing opportunities; and
- Community or reputational benefits.

All benefits must align with Council policies and branding guidelines.

8. Eligibility Criteria

Specify eligibility requirements, including:

- Types of organisations eligible to apply;
- Any exclusions or restricted industries; and
- Compliance with Council values and probity expectations.

9. Assessment and Evaluation Process

Outline:

- The assessment criteria that will be applied;
- The evaluation methodology;
- Any weightings or priorities; and
- The approval pathway and decision-maker.

10. Risk, Compliance and Probity

Include information on:

- Council's probity and ethical requirements;
- Conflict of interest expectations;
- Relevant legislative or policy compliance obligations; and
- Any key risks associated with the opportunity.

11. Privacy and Information Handling

Council collects personal and business information as part of the sponsorship and partnership application, assessment and management process.

Information is collected for the purposes of:

- assessing applications;

- administering and managing sponsorship or partnership arrangements;
- monitoring performance and outcomes; and
- meeting Council's governance, reporting and transparency obligations.

Council will handle all information in accordance with applicable Victorian privacy legislation and Council's Privacy Policy.

Applicants should be aware that:

- certain information provided may be disclosed internally within Council for assessment, approval, reporting and audit purposes; and
- selected information relating to approved sponsorships or partnerships may be publicly disclosed, including via Council reports, registers or publications, in order to meet transparency and accountability requirements.

By submitting an application, applicants acknowledge and consent to the collection, use and disclosure of information as described above.

12. Timeframes

Set out key dates, including:

- Prospectus release date;
- Application closing date;
- Assessment period;
- Expected decision date; and
- Proposed commencement date.

12. How to Apply

Provide clear instructions on:

- Application method and required documentation;
- Submission format;
- Lodgement details; and
- Enquiries contact details.

13. Disclaimer

Include the following disclaimer:

This Prospectus does not constitute an offer or commitment by Council. Council reserves the right to vary, suspend or withdraw this opportunity, or to accept or reject any application, at its discretion.

Appendix 3

Incoming Sponsorship and Philanthropic Partnership Proposal Assessment Template

Field	Details to complete
Program / Opportunity	[Insert name of program, service, event, facility, initiative or asset]
Proposal type	[Incoming sponsorship / Philanthropic partnership / Combination]
Applicant / organisation	[Insert organisation / individual name]
Assessment officer	[Insert name and position]
Date of assessment	[Insert date]
Delegated decision-maker	[Insert approving officer / Council]

Assessment criterion	Rating	Assessment outcome	Comments / evidence
Compliance with prohibited arrangements	[Low / Medium / High]	[Meets / Does not meet]	Confirm the proposal does not fall within any prohibited category under this Policy.
Lawfulness and ethical acceptability	[Low / Medium / High]	[Meets / Partly meets / Does not meet]	Consider legality, ethical acceptability, any attached conditions, and whether the arrangement could compromise Council's independence or statutory responsibilities.
Reputational impact and public confidence	[Low / Medium / High]	[Positive / Neutral / Negative]	Assess likely effect on Council's reputation, stakeholder perceptions, public trust and any perceived endorsement issues.
Alignment with Council objectives	[Low / Medium / High]	[Strong / Moderate / Weak]	Describe the strategic, operational or community alignment and how the proposal supports Council outcomes or public value.
Absence of undue influence or conditionality	[Low / Medium / High]	[Acceptable / Not acceptable]	Identify any expectations, restrictions or conditions that may influence procurement, planning, regulation, service delivery or future Council decisions.
Value and benefit to	[Low / Medium / High]	[High / Moderate / Limited]	Assess net benefit, financial or in-kind value, administrative burden, proposed

Council and community	use of funds/support, and likely community outcomes.		
Conflict of interest and probity	[Low / Medium / High]	[Managed / Unmanaged]	Record any declared or identified actual, potential or perceived conflicts and the management actions proposed.
Overall risk assessment	[Low / Medium / High]	[Acceptable / Acceptable with conditions / Not acceptable]	Summarise reputational, legal, financial, operational and strategic risks, plus any required controls.

Recommendation and approval	Details to complete
Assessment recommendation	[Approve / Approve with conditions / Decline]
Conditions (if any)	[Insert conditions, required controls, exclusions, reporting obligations or agreement requirements]
Reasons for recommendation	[Insert concise justification referencing assessment criteria, risk and public interest considerations]
Assessment officer signature	Name: _____ Position: _____ Date: _____
Decision-maker approval	Name: _____ Position: _____ Date: _____ Decision: _____

Appendix 4

Outgoing Sponsorship Assessment Template

Field	Details to complete
Applicant / organisation	[Insert organisation name]
Event / activity / proposal	[Insert proposal title]
Type of support requested	[Venue hire / Promotional support / In-kind services / Other]
Estimated value of support	[Insert estimated in-kind value]
Assessment officer	[Insert name and position]
Date of assessment	[Insert date]
Delegated decision-maker	[Insert approving officer]

Assessment criterion	Rating	Assessment outcome	Comments / evidence
Strategic alignment	[Low / Medium / High]	[Strong / Moderate / Weak]	Describe how the proposal aligns with Council objectives, plans, adopted strategies and statutory responsibilities.
Financial capacity and risk	[Low / Medium / High]	[Acceptable / Requires conditions / Not acceptable]	Assess value for money, budget impact, organisational capacity, insurances, and any financial or delivery risks to Council.
Community benefit	[Low / Medium / High]	[High / Moderate / Limited]	Assess expected social, cultural, environmental or economic outcomes, community reach, inclusiveness and public value.
Ethical conduct and compliance	[Low / Medium / High]	[Compliant / Partly compliant / Non-compliant]	Consider compliance history, probity, governance, conflicts of interest, relevant policies and legal obligations.
Reputational impact	[Low / Medium / High]	[Positive / Neutral / Negative]	Assess alignment with Council values, brand and stakeholder expectations, and identify any association risks.

Conflict of interest and probity	[Low / Medium / High]	[Managed / Unmanaged]	Record any actual, potential or perceived conflicts and how they will be managed.
Overall risk assessment	[Low / Medium / High]	[Acceptable / Acceptable with conditions / Not acceptable]	Summarise key risks, treatment measures, required controls and monitoring obligations.

Recommendation and approval	Details to complete
Assessment recommendation	[Approve / Approve with conditions / Decline]
Conditions (if any)	[Insert conditions, support limits, reporting requirements, insurance or compliance requirements]
Reasons for recommendation	[Insert concise justification referencing community benefit, strategic alignment, risk and value for money]
Assessment officer signature	Name: _____ Position: _____ Date: _____
Decision-maker approval	Name: _____ Position: _____ Date: _____ Decision: _____