



## Sponsorship and Membership Policy

**Applicable to:**

**Hunter and Central Coast Development Corporation**

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**APPROVED BY THE CHIEF EXECUTIVE 5 DECEMBER 2018**

## 1. Purpose of the Policy

This policy sets out the principles and practices for Hunter and Central Coast Development Corporation (HCCDC) in evaluating and making decisions about proposals for granting sponsorship and memberships.

The purpose of this document is to outline the policy and processes that will be used to assess and manage sponsorship and membership requests received by HCCDC divisions.

Any interested party considering approaching HCCDC about potential sponsorship or membership should first familiarise themselves with the *Sponsorship and Membership Policy*.

This policy will be published on the HCCDC website to provide guidance to those considering approaching HCCDC for sponsorship.

### What is a Sponsorship?

Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in “value-in-kind” (VIK) to support specified activities in return for agreed and defined benefits. HCCDC does not engage in sponsorship for purely charitable or philanthropic purposes.

### What is a Membership?

Membership is a commercial arrangement with an organisation that provides opportunities to work closely with industry bodies and groups in areas representative of HCCDC’s strategic objectives. Memberships provide staff with learning and networking opportunities that may enhance the work of HCCDC.

## 2. Sponsorship and membership eligibility criteria

### When will HCCDC offer Sponsorship and Membership arrangements?

HCCDC will consider offering sponsorship and membership arrangements to organisations, events and activities which align with HCCDC’s strategic objectives:

**HCCDC Strategic Objectives:**

- deliver strategic outcomes to grow economic capacity and enhance communities;
- drive industry diversification to grow more jobs to attract and retain talent to the regions;
- create engaging, sustainable and attractive public spaces, connected to better transport options;
- unlock opportunities and realise the full potential of government land and assets;
- respect existing character, culture and heritage; and
- work in collaboration and partnership with community and stakeholders.

For instance, HCCDC may provide Sponsorship and Memberships for the following activities:

- revitalisation and community education programs, activities or funding of research that relate to or complement HCCDC strategic objectives or projects undertaken and areas they operate in;
- cultural or community organisation activities;
- charities and cause related requests for support;
- industry lunches, exhibitions, conferences and trade shows, where there is a strategic alignment;
- and
- regional significant events and community events.

**What kind of activities will HCCDC not sponsor?**

HCCDC will not sponsor the following activities:

- purchase or sale of advertising space;
- donations to charities whether in cash or in kind, where there are no contracted benefits in exchange for funds; or
- events and activities outside of NSW and that do not relate to HCCDC projects areas of impact/ outside regional reach of HCCDC.

**HCCDC will consider the following potential sponsors:**

- those who have a sound reputation with Government and good performance record for any past sponsorship (if applicable);
- those with a good alignment or fit of the brand and activities of HCCDC; or
- those that do not have any conflicts between the objectives or mission or business practices of HCCDC.

**HCCDC will not sponsor activities, organisations or events that:**

- have an alignment to political organisations;
- promote gambling;
- may be considered as discriminatory;

- could be detrimental to public health and safety;
- promotes or encourages alcohol or any substance abuse; or
- may be subject to regulation or inspection by HCCDC.

### **What types of sponsorship benefits may HCCDC require from sponsors?**

The types of benefits that may be required from a sponsorship generally includes one or more of the following:

- naming rights or other sponsorship designation recognition;
- brand exposure on promotional material including advertising, communications, websites or online material, and signage;
- public relations or external communications opportunities;
- use of 'talent' to promote specific messages or outcomes;
- access to databases, website space, use of social media channels or other opportunities which engage with the target audience; and
- other opportunities to generate a greater community awareness for HCCDC message or objective than may otherwise be achievable.

### **Other principles / assessment criteria**

- All sponsorship agreements must contain explicit commitments to the benefits to be delivered in return for the sponsorship.
- A sponsorship must not impose conditions that could limit, or appear to limit, the ability of HCCDC to carry out its functions fully and impartially.
- In general, HCCDC has greater capacity to authorise sponsorship where it provides VIK. Sponsorships with a cash component will need to offer benefits to HCCDC of significant value when compared to the funds required. Types of VIK may include contribution through the provision of "gratis" services or use of assets.
- HCCDC employees must not obtain any personal benefit of any kind from a sponsor.
- Sponsorships will not be constructed to provide explicit endorsement of the sponsor or the sponsor's products.
- HCCDC will follow processes to ensure that sponsorships align with the purposes and objectives of HCCDC, offer benefits to HCCDC that are consistent with the support given and deliver value for Government and its customers.
- Not all Sponsorship proposals that meet the assessment criteria will be funded. This is because HCCDC receives many proposals and it is not possible to support and fund all of them.

### 3. Application and assessment process

#### Sponsorship Application process

- All proposals for sponsorship and membership must be put in writing and must address the criteria outlined in this policy. The applicants must fill out the form in Attachment A for all proposals.
- For each sponsorship request, HCCDC will make:
  - an initial assessment on whether the proposal is likely to meet the criteria; and
  - an informed assessment based on the merits of the application.
- The Senior Communications Manager of HCCDC will review all sponsorship proposals and enter all proposals in HCCDC's sponsorship register.
- Once reviewed by the Senior Communications Manager, the senior leadership team will consider the proposal prior to final approval by the Chief Executive.
- HCCDC may, at its sole discretion, consider third party evaluation for new proposals. The fee for the evaluation will be costed to the HCCDC sponsorship cost centre.
- HCCDC will advise the applicants in writing on whether a proposal has been approved or not.

#### Timeframe for processing sponsorship applications

- HCCDC will usually assess a sponsorship proposal for 4-6 weeks from when it is received. During this time HCCDC determines the total budget allocations and which proposals can be supported with the pool of funds available.
- The sponsorship commencement date should be at least two months after the month of determination. But this may be up to six months after the month of determination and is dependent on the value and length of the sponsorship. For example a proposed flagship sponsorship requires a longer lead time. This enables HCCDC to conduct its assessment with due diligence, then plan, organise and manage all arrangements in accordance with the requirements of this policy.

#### Membership application process

- All proposals for membership must be put in writing and must address the criteria contained in this policy. The applicants must fill out the form in Attachment A for all proposals.
- Only memberships that align with HCCDC strategic objectives will be considered.
- Membership proposals will be reviewed and approved as follows:
  - For corporate memberships with an annual subscription below \$1000 – approval by the Chief Operating Officer.
  - Individual memberships such as the Institute of Chartered Accountants or the Australian Institute of Project Management – approval by the Chief Executive.

- Corporate or individual memberships over \$1000 – reviewed by Senior Leadership Team and approval by the Chief Executive.

#### **4. Sponsorship agreement and management**

- When HCCDC decides to provide sponsorship support (whether cash or VIK), the sponsor will be required to enter into a written agreement with HCCDC that details the obligations of each of the parties.
- Depending on the value of the sponsorship and subject to HCCDC's absolute discretion, HCCDC will generally use the following two types of agreements:
  - a simple agreement in the form of letter of agreement for sponsorships up to \$15,000 or those with relatively low risk; or
  - a long form agreement for sponsorships over \$15,000 or those with relatively high risk (as determined by HCCDC).
- Sponsorship agreements will have mandatory reporting requirements. If sponsors fail to meet the reporting requirements or the agreed conditions, HCCDC may suspend its support or cease to provide further sponsorship.
- The sponsored organisation may be required to participate in sponsorship management and activation meetings for the duration of the sponsorship. These are usually held at commencement then at appropriate intervals during the sponsorship.

#### **5. Sponsorship and Membership Register**

HCCDC will maintain an annual register of all requests of sponsorship. A summary of HCCDC sponsorships will be recorded in the HCCDC Annual Report.

#### **6. Application of this Policy**

This policy applies to all sponsorship and membership arrangements between HCCDC and external bodies. All staff and contractors of HCCDC, including temporary and casual staff, private contractors and consultants engaged by HCCDC, are required to apply this policy.

### Accountabilities for this policy

Position	Role Description
Chief Executive, HCCDC	Approver of this policy
Senior Communications Manager, HCCDC Communications Division	<p>Owner of this Policy, and is responsible for:</p> <ul style="list-style-type: none"> <li>• the overall implementation of this Policy;</li> <li>• ensuring that this Policy is adhered to and that staff are aware of the obligations under this Policy; and</li> <li>• reviewing the Policy at the reviewed date as mentioned on page one (1) of this Policy or as required.</li> </ul>

### Document history

Date	Approved by	Amendment Notes
5/12/18	Michael Cassel	N/A



### Attachment A - Application form for sponsorship and membership

Applicants should complete the application form to enable HCCDC to assess the sponsorship proposal.

Application for Sponsorship & membership		
<b>Applicant (Legal entity and ABN):</b>		
<b>Contact name:</b>		
<b>Contact phone number:</b>		
<b>Contact email:</b>		
<b>Website:</b>		
<b>Address:</b>		
<b>Suburb:</b>		
<b>Name of Event/Activity/membership:</b>		
<b>Date of Event/s/Activation/s/Membership:</b>		
<b>Venue/Location of Event:</b>		
<b>Is this a one-off activity or annual event?</b>		
<b>Type: (Cash or Value in Kind)</b>		
<b>History of Sponsorship or Membership with HCCDC or Government:</b>	Event	Year
<b>Sponsorship/Membership Hierarchy/Level</b> For example, Major Partner, Official Supplier, Supporting Sponsor Gold, Silver or Bronze Member:		
<b>Other sponsors/partners/members:</b>	Sponsor/Partner	Value/Level
<b>Please include any other government department providing sponsorship:</b>	1. 2. 3. 4. 5.	



Application for Sponsorship & membership	
<b>What is the maximum number of sponsors who could be involved and at what level/hierarchy?</b>	
<p style="text-align: center;"><b>Background:</b></p> <p>In 200 words or less please provide us with a background and credentials of your organisation including its values, purpose history and length of operation?</p>	
How will the <b>Sponsorship funds</b> provided by HCCDC predominately be used?	
What are the proposed <b>Sponsorship or membership outcomes?</b>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
<p style="text-align: center;"><b>Target Audience</b></p> <p>Please include any supporting research and demographics.</p>	<ol style="list-style-type: none"> <li>1. Primary:</li> <li>2. Secondary:</li> <li>3. Tertiary:</li> </ol> <p>Supporting research and demographics:</p>
<p style="text-align: center;"><b>Reach of the Sponsorship</b></p> <p>How many people see, attend or are involved?</p>	
<p style="text-align: center;"><b>Media Partners and Exposure:</b></p> <p>What, if any, media partners are confirmed and what is the expected media exposure?</p>	



Application for Sponsorship & membership	
<b>Benefits:</b> Outline the Sponsorship or Membership benefits to HCCDC	
<b>Alignment:</b> In 300 words or less, please describe how your activity, event or organisation meets the eligibility criteria (see section 2 <b>Sponsorship and membership eligibility criteria</b> ):	
<b>Marketing, Communications, Event, Membership Plans:</b>	Yes No
<b>Resourcing:</b> How will the organisation manage the sponsorship and what resources will manage the project?	Title and responsibility:
<b>Sponsorship or Membership Evaluation and Reporting:</b> Detail how the success of the sponsorship will be measured following key execution/events:	Date reporting will be supplied: