



Sydney Harbour Foreshore Authority Sponsorship Policy

Marketing and Events

Sydney Harbour Foreshore Authority

Document Control

Approved By:	Corporate Governance Committee
Date of Approval:	27 May 2009
Review Cycle	Biennial
Review Date:	27 May 2011
Division Originating:	Marketing and Events
Officer Responsible:	Business Development Manager

Table of Contents

1	GENERAL	3
1.1	OVERVIEW	3
1.2	PURPOSE	3
1.3	RESPONSIBILITIES	3
1.4	DOCUMENT HISTORY	3
1.5	POLICY STATEMENT	3
2	CONTACTS/REFERENCES	6
2.1	CONTACTS:	6
2.2	REFERENCES:	6

1 GENERAL

1.1 OVERVIEW

Sydney Harbour Foreshore Authority actively seeks and grants sponsorships through a commercial arrangement in which the sponsor provides a contribution in money and/or value-in-kind in return for specified benefits delivered by the sponsored organisation.

(a) As a Sponsorship Seeker:

The Authority seeks sponsorships from external organisations to enhance, extend or reduce the cost of current events and programs or develop new ones, and to develop relationships with commercial partners which leverage the Authority's event initiatives and strengthen their impact.

(b) As a Sponsor:

The Authority grants sponsorships to support a diverse range of activities, programs and organisations which contribute to the delivery of one or more of the Authority's strategic corporate objectives.

1.2 PURPOSE

This policy sets a framework for the Authority to secure, manage and review sponsorships for its events, as well as grant sponsorships to external organisations. It aims to ensure that sponsorships are secured and delivered within the terms of Government sector-wide guidelines as outlined in the Independent Commission Against Corruption's (ICAC) *Sponsorship in the Public Sector*, as well as complying with the Authority's *Code of Conduct and Finance Policies and Procedures* and the Authority's *Entertainment Expense Policy*.

1.3 RESPONSIBILITIES

The policy applies to all Board members and staff who contribute to seeking and granting sponsorships.

The Business Development Manager manages the area of the policy relating to seeking sponsorship, and the Chief Executive Officer manages the area of the policy relating to the granting of sponsorship.

1.4 DOCUMENT HISTORY

Date	Author	Modifications
14 April 2009	Business Development Manager	N/A

1.5 POLICY STATEMENT

1.5.1 Sponsorship Criteria

(a) As a Sponsorship Seeker:

The Authority seeks sponsorships that add value to the quality of the visitor experience.

The Authority will not accept a sponsor's product as part of a sponsorship simply because it is offered free of charge. The Authority will apply objective criteria to determine whether a product will be accepted, including:

- the commercial value of the product offering value for money at least equivalent to the value of the benefit/s being offered to the sponsor
- whether the Authority would consider procuring the product if it were not being offered as part of a sponsorship
- the product being of a type and quality that the Authority requires.

(b) As a Sponsor:

The Authority considers the following criteria when granting sponsorships to activities, programs and organisations which:

- directly benefit the community
- have official not-for-profit status
- promote an understanding by the Authority's stakeholders of the contribution made by the Authority to events, entertainment and projects in The Rocks and Darling Harbour, and to urban regeneration
- have a positive economic impact for The Rocks and Darling Harbour
- provide business development and marketing opportunities for the Authority
- are of local, state or national significance as determined by the Authority

The strategic business objectives to be met through the granting of a sponsorship should be clearly defined in accordance with this criteria.

(c) Ineligibility:

The corporate values of all sponsors and organisations sponsored by the Authority must align with those of the Authority and not compromise the Authority's reputation, public image or probity.

The Authority will not seek sponsorships from or grant sponsorship to organisations that:

- conflict with the Authority's values and strategic goals; for example - those that are aligned with religious or political groups, tobacco or illegal substances, sexually indicative products or any products or messages which may bring the Authority into disrepute.
- conflict with existing corporate partnerships agreements (eg competitors to sponsors/licensing partners with industry exclusivity)
- would limit or appear to limit the Authority in carrying out its functions by imposed or implied conditions from another organisation

Sydney Harbour Foreshore Authority reserves the right to refuse an application for sponsorship from any party.

1.5.2 Sponsorship Benefits

(a) Benefits for Sponsorships Sought:

There are typically four cash sponsorship tiers and value-in-kind sponsorships available at different levels of investment, for sponsorships sought by the Authority for an event or series of events. The benefits delivered at each tier are based on a standard matrix developed for each event and should be tailored to sponsor needs within each tier.

The cash sponsorship tiers are:

- Presenting Partner – premium level, one opportunity available for the largest events

- Major Sponsor – 1-3 opportunities available per event
- Supporting Sponsor – 1-3 opportunities available per event, for most events
- Marketing Activity – provides opportunity for consumer promotions at an event, where appropriate

Value-in-kind sponsorships are available for the provision of goods and services which are required by the event, but for which there may not be sufficient budget. Typical value-in-kind sponsorships include Media Partnerships, Accommodation Partnerships and Supplier Partnerships.

(b) Benefits for Sponsorships Granted:

Benefits delivered to the Authority should be tailored to meet specific business objectives, commensurate with the level of investment from the Authority.

Their use is to be documented to illustrate how they have been leveraged to meet the objectives. They are not intended to be used for the personal benefit of staff. Where the use of benefits involves or perceives to involve staff, the distribution of the benefits to individual staff members requires prior approval of the Chief Executive Officer and is to be compliant with the Authority's *Code of Conduct* and *Entertainment Expense Policy*.

Typical value-in-kind sponsorships include the provision of venues, equipment, banner poles, staff support, publicity and marketing support.

1.5.4 Sponsorship Agreement

All sponsorship agreements are to be written, outlining all the rights and responsibilities of both parties, clear objectives of the partnership, benefits, terms and conditions of the sponsorship.

(a) Agreements for Sponsorships Sought:

Agreements are executed by the Authority's Business Development and Venue Hire Manager, subject to prior approval by the Chief Executive Officer.

Sponsor benefits should not be delivered until a Sponsorship Agreement has been executed.

An invoice for the sponsorship is issued at the point of contract exchange.

(b) Agreements for Sponsorships Granted:

Agreements for sponsorships granted are executed by the Chief Executive Officer.

1.5.5 Sponsorship Management and Evaluation

(a) Management of Sponsorships Sought:

Management of sponsorships received is the responsibility of the Business Development Manager. At the conclusion of the sponsorship, a sponsor report is presented to the sponsor outlining all aspects of the sponsor involvement; a summary of statistics and research collected from people movements and/or event visitor surveys; details of benefits delivered; marketing and publicity highlights and a photographic record of the event and sponsor activities.

(b) Management of Sponsorships Granted:

The Chief Executive Officer is responsible for managing sponsorships granted and will be provided with reports monitoring the delivery of and leveraging contracted benefits and evaluating the success of the sponsorship based on the identified objectives.

2 CONTACTS/REFERENCES

2.1 CONTACTS:

Enquiries should be forwarded to the Business Development Manager or the Business Development and Venue Hire Manager.

2.2 REFERENCES:

- Sydney Harbour Foreshore Authority *Procedures for the Management of Sponsorship of the Authority's Events*
- Sydney Harbour Foreshore Authority *Procedures for the Management of Sponsorships granted by the Authority* (document under development as at May 2009)
- Sydney Harbour Foreshore Authority *Code of Conduct*
- Independent Commission Against Corruption *Sponsorship in the Public Sector*
- Sydney Harbour Foreshore Authority *Entertainment Expenses Policy*
- Sydney Harbour Foreshore Authority *Finance Policies and Procedures*