SPONSORSHIP POLICY
YEOVIL TOWN COUNCIL

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SPONSORSHIP POLICY

1. Purpose

1.1 This strategy focusses on sponsorship received by the Council.

2. Scope

2.1 This document applies to the way in which the Council receives either money (all or part of the costs) or provides a relevant benefit in kind for a Yeovil Town Council project, activity, event, campaign, or initiative from which an organisation or individual which in turn gains publicity or other benefits.

3. Objectives

3.1 To ensure the Council maximizes opportunities to obtain commercial sponsorship for appropriate events, campaigns or initiatives whilst also offering sponsors attractive packages offering value for money for both parties.

3.2 To ensure that the Council's position and reputation are adequately protected in sponsorship agreements.

3.3 To ensure that the Council adopts a consistent and professional approach towards sponsorship.

3.4 To ensure that best value is obtained and provided in sponsorship arrangements.

3.5 To protect members and officers from allegations of inappropriate relationships or conflicts in interest with sponsors.

4. General Principals

4.1 The Council will actively seek opportunities to work with organisations (both national and local) by identifying sponsorship opportunities of mutual benefit and which are in keeping with its strategic priorities and core values.

4.2 The Council welcomes all opportunities to work in such partnerships. It will not, however, put itself in a position where it might be said that such a partnership has or might have or may be thought to have:

- influenced the Council or its officers in carrying out its statutory functions;
- was in order to gain favorable terms from the Council in any business or other agreement; and
- aligned the Council with any organisation which conducted itself in a manner which conflicted with the Council's values.

4.3 The Council will not, therefore, be able to entertain agreements for sponsorship from:

- organisations not complying with the code of practice of the Advertising Standards Authority;
- organisations in financial or legal conflict with the Council;
- organisations with a political purpose, including pressure groups and trade unions; and
- organisations involved in the production and sale of weaponry including firearms.

4.4 The above list is not exhaustive and the Council retains the right to decline sponsorship from any organisation or individual.

5. Co-ordination and approval procedure

5.1 The flow chart overleaf details the co-ordination and approval procedure that must be followed.

5.2 Yeovil Town Council will promote its sponsorship packages on its website and through other low cost means.

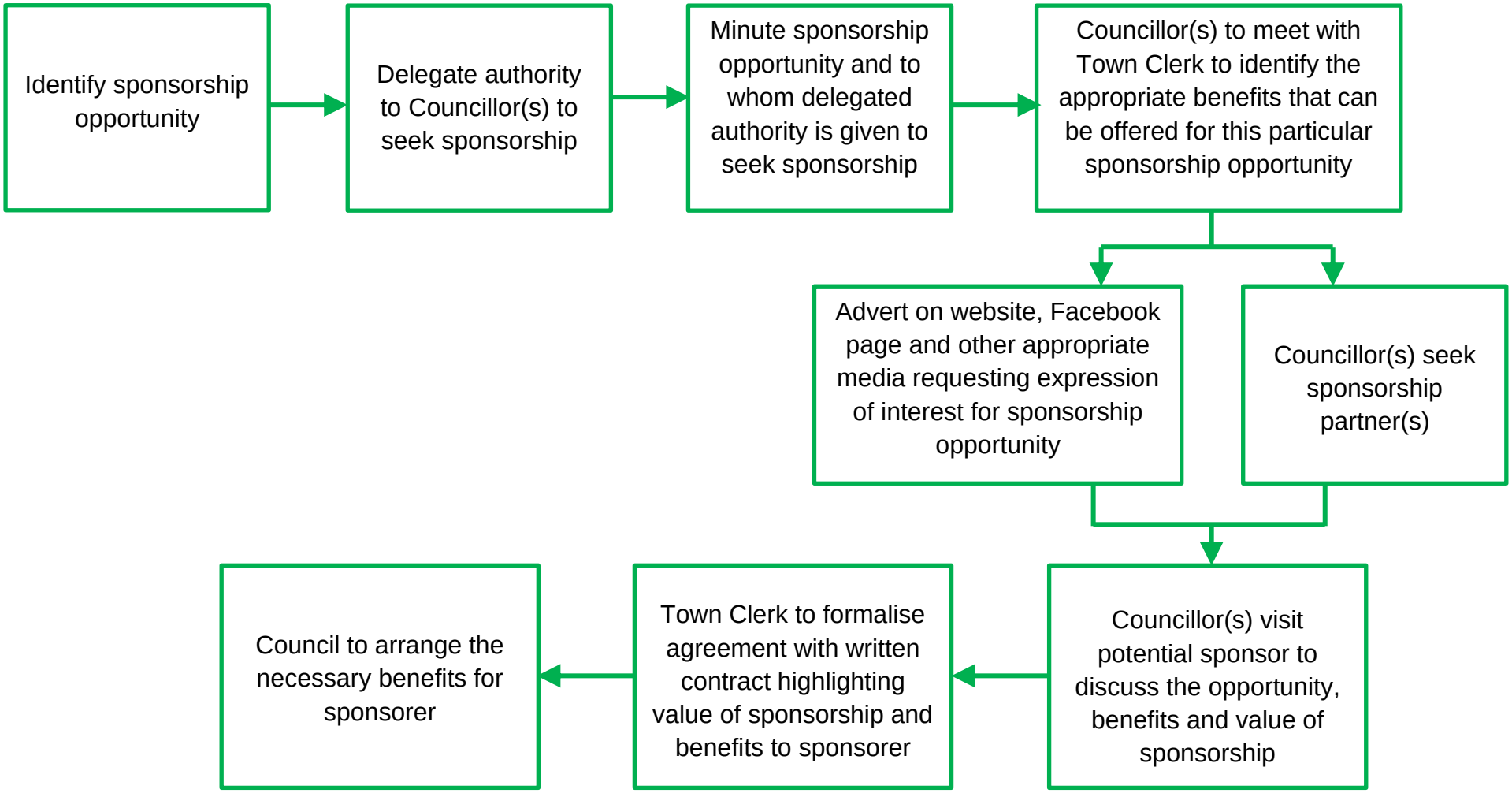
5.3 For each Sponsorship opportunity, the appropriate Committee will delegate authority to specific Councillors to seek sponsorship and that such authority must be minuted.

5.4 A written contract between Yeovil Town Council and the sponsor will support all sponsorship agreements. It must be signed by the Town Clerk or person authorised by the Town Clerk on behalf of the Council.

5.5 The Town Clerk will nominate a Named Officer to act as the main contact with the sponsor throughout the duration of the sponsorship agreement.

YEOVIL TOWN COUNCIL

CO-ORDINATION AND APPROVAL PROCEDURE



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SPONSORSHIP

	Roundabout Sponsorship	Christmas Tree Sponsorship	Design a Christmas Light Competition	Christmas Light Sponsorship	Sponsorship of Activity/Stand at Super Saturday	Sponsorship of other Town Council activities
Branding included on event publicity			✓	✓	✓	✓
Photo Opportunity and inclusion of quote in press releases		✓	✓			✓
A mention in the press releases about the event you are sponsoring	✓	✓	✓	✓	✓	✓
Promotional Stand at event		✓	✓	✓	✓	✓
Inclusion of logo on banner at event		✓			✓	✓
Inclusion of logo on competition entry form			✓			
Inclusion of logo on social media	✓	✓	✓	✓	✓	✓
Inclusion on Yeovil Town Council website	✓	✓	✓	✓	✓	✓
Cost indication	By tender	To be decided	To be decided	To be decided	To be decided	To be decided