Griffith Regional Theatre & Art Gallery Sponsorship and Partnership Guidelines CC-CP-303

(PUBLIC POLICY)

1 Policy History

Revision No.	Council Meeting Date	Minute No.	Adoption Date
1	09/12/2014	0431	09/12/2014
2	13/02/2018	18/046	16/03/2018

2 Policy Objective

To foster financial and in-kind support for performances, events and the venue facility of Griffith Regional Theatre and/or Griffith Regional Art Gallery, ensuring that all sponsorship and/or partnership arrangements and related processes are consistent with Council's adopted Code of Conduct and the public interest.

3 Policy Statement

Griffith Regional Theatre & Griffith Regional Art Gallery has attracted a growing list of individuals, businesses, corporations and other government agencies seeking sponsorship and partnership opportunities. The Guidelines provide Council and prospective sponsors with clear and unambiguous parameters for entering into a sponsorship/partnership letter of agreement. Griffith Regional Theatre & Griffith Regional Art Gallery will accept sponsorship in the following categories:

- *Suppliers* such as food and beverage, accommodation and printers
- *Companion businesses* such as restaurants, accommodation providers, other entertainment facilities, producers/presenters
- *Naming rights* generally, but not limited to, media partners or businesses

Provisions

3.1 Sponsorship/Partnership Principles

The following principles, specific to Griffith Regional Theatre and Griffith Regional Art Gallery apply:

3.1.1 In most circumstances, the public interest is best served by making sponsorship/partnership opportunities widely known. To this end, sponsorship will generally be sought through an expression of interest process, or by using other broad-based means. However, targeted sponsorship may be required from time to time, dependent upon the performance/event and predicted audience.

3.1.2 All prospective sponsors/partners shall be reputable individuals or entities whose public image, products and services are aligned with the values and

objectives of Griffith City Council, the Griffith Regional Theatre and the Griffith Regional Art Gallery.

3.1.3 It is inappropriate for a sponsorship proposal or partnership to provide a personal benefit to any Griffith City Council Councillor or employee.

3.1.4 Sponsorship/partnership letters of agreement should clearly state what will be provided and how the sponsor's product/name will be used in any advertising or marketing.

3.1.5 Sponsorship/partnership arrangements will not be entered into where there is a clear conflict between the prospective sponsor's or partner's objectives and those of Griffith Regional Theatre and/or Griffith Regional Art Gallery.

3.1.6 Sponsorships/partnerships may be suspended or terminated if a sponsor attempts to influence any of Council's other functions or regulatory responsibilities as a result of its relationship with the Griffith Regional Theatre and/or Griffith Regional Art Gallery.

3.1.7 The Griffith Regional Theatre and/or Griffith Regional Art Gallery may accept sponsorship for a short and/or long term duration related to specific events, suppliers, projects and/or activities.

3.1.8 Griffith Regional Theatre and/or Griffith Regional Art Gallery will endeavour to comply with performance and visual arts industry practices including, but not limited to:

- naming rights of productions/exhibitions
- artist's billing block

3.2 Sponsorship Requirements

All sponsorship and partnership arrangements, whether formal or informal, will clearly set out:

- The objective of the sponsorship/partnership;
- The benefits to the Griffith Regional Theatre and/or Griffith Regional Art Gallery and the sponsor;
- Any personal benefits available to the sponsor's employees and their relatives;
- The form or forms of sponsorship acknowledgement which will be available;
- The scope of uses which the sponsor can make of the sponsorship arrangement;
- The terms of the sponsorship and any conditions regarding renewal, if applicable;

- Procedures for monitoring the sponsorship, including the consequences of changes which may occur over time;
- Financial accountability arrangements;
- Provisions for termination or suspension of arrangements;
- Provisions for conflict or dispute resolution;
- Any special conditions which apply to the sponsorship arrangement; and
- The evaluation process to occur after the sponsored event, performance, activity, etc.

3.3 Seeking Sponsorship

The Manager - Griffith Regional Theatre and Art Gallery and/or delegated officer have the authority to seek and negotiate sponsorship/partnership agreements in accordance with their financial delegations. The Manager – Griffith Regional Theatre and Art Gallery will facilitate such agreements for different events, tours, artists etc. This may include, but is not limited to, in-kind sponsorship with a media partner or local business, or a financial arrangement with a business or corporate entity. E.g. *"……..presents the artist or production"*

It may be appropriate to meet with the sponsors to discuss the sponsorship agreement in person.

All sponsorship/partnership proposals will comply with the Griffith Regional Theatre and Griffith Regional Art Gallery Sponsorship/Partnership Guidelines.

3.4 Review

The Griffith Regional Theatre and Griffith Regional Art Gallery Sponsorship/Partnership Guidelines will be reviewed biennially.

4 Definitions

4.1 Sponsorship

The Independent Commission Against Corruption (ICAC) defines sponsorship as: "*Sponsorship means a contribution in money or kind, generally by the corporate sector or private individuals, in support of a public sector activity."*

4.2 Partnership

For the purpose of these Guidelines, a partnership is defined as a mutually beneficial arrangement whereby each party offers a reciprocal benefit, for example, members of the Griffith Regional Theatre and/or Griffith Regional Art Gallery may receive

benefits from a 'partner organisation' and, in turn, the partner organisation may receive benefits of an equal value from the Griffith Regional Theatre and/or Griffith Regional Art Gallery.

4.3 In-Kind

Products or services provided in lieu of cash in exchange for sponsorship rights.

4.4 Letter of Agreement

Document signed by both parties outlining monetary/in-kind commitment, benefits, exclusions, and termination provisions.

5 Exceptions

There are a number of individuals or entities that Griffith Regional Theatre and Griffith Regional Art Gallery will not enter into sponsorship/partnership arrangements with. These include:

- Those involved in the manufacture, distribution and wholesaling of tobacco products.
- Those under investigation by the ICAC or any other legal authority.
- Those whose products or services are hazardous.
- Those with a potential real or perceived conflict of interest.

6 Legislation

None

7 Related Documents

None

8 Directorate

Business Cultural and Financial Services