



Policy Name	Sponsorship
Publication Date:	11/02/2026
Council Decision (Reference):	OCM015/2026
Classification:	Council Policy
Categorisation:	Council and Community Services
Review Frequency:	4 years
Review Date:	30/04/2030
Responsible Officer:	Director Council and Community Services
Version (Revision Number):	1.0

1. PURPOSE

West Arnhem Regional Council is committed to act in the best interests of the community and to uphold the principles of honesty, integrity, diligence, accountability and transparency.

The purpose of this policy is to outline the principles by which sponsorship will be:

- Provided by Council, to ensure access to sponsorship is open, transparent and equitable; and
- Accepted by Council, to ensure the Council achieves a high standard of integrity, accountability and transparency.

2. SCOPE

This policy covers both sponsorship support to organisations, community groups and individuals by West Arnhem Regional Council and sponsorship received by the Council.

This policy does not cover In-kind Support from West Arnhem Regional Council which is covered under the In-kind Support framework set and managed by the Council's Chief Executive Officer.

3. DEFINITIONS AND CONTEXT

In the context of this policy the following definitions apply:

Incoming sponsorship means financial and/or In-kind Support received by the Council from a commercial or external organisation to conduct an event, project or activity in return for specified benefits.

Outgoing sponsorship means cash sponsorship from the Council to an organisation to conduct an event, project or activity in return for specified benefits.

Sponsorship is not a donation; a grant or subsidy; an endorsement of a product or service; advertisement; or a purchase of service, where a reciprocal benefit (product/service) is expected other than a modest acknowledgement.



4. POLICY APPLICATION

Through the incoming and outgoing of sponsorship, the Council aims to enhance events, programs, projects and activities to provide the greatest benefit to its communities.

4.1 Incoming Sponsorship

The following general principles are to be considered when Council is seeking and managing incoming sponsorship:

1. The sponsorship should align with Council's Strategic Pillars and Annual Regional Plan
2. The sponsorship and any return benefits from the Council must not conflict or be seen to conflict with the objectives and policies of the Council or the Council's legislated obligations
3. The cost of managing and evaluating smaller sponsorships should not outweigh the dollar value of the sponsorship
4. The sponsorship must not endorse the sponsor or the sponsor's products
5. All sponsorship must be in writing and agreed by Council's CEO and incoming sponsorships valued over \$10,000 are to be reported to the Council at the next Ordinary Council meeting
6. Funds raised through sponsorship should be used for the purpose the funds were raised for and not redirected to general revenue without a Council resolution

4.1.2 Acceptable Types of Incoming Sponsorship

Eligible types of incoming sponsorship include:

1. Funding
2. Goods, services, vouchers and in-kind support
3. Discounts

4.2 Outgoing Sponsorship

Council sponsorship proposals should align with the Council's Strategic Pillars and Annual Regional Plan.

Generally, unless directly related to the Council's objectives, the following are not considered for outgoing Council sponsorships:

1. Conferences, seminars and functions
2. Fundraisers and political support
3. Organisations, community groups or individuals involved with tobacco-related products; products or services that are harmful to the health and wellbeing of community members; and gambling products or services.

4.2.1 Application for Outgoing Sponsorship

Outgoing sponsorship will depend on funding being available and are to be decided by Council resolution.

Depending on the Council's budget, the Council will consider applications annually in April each year but sponsorship for an event or project may be considered by Council outside that annual application process.





An applicant must complete a Council Sponsorship Application Form and demonstrate the following:

1. Their product, service (i.e. intended action/event) or public image are consistent with the Council's values, objectives and strategic focus
2. Their product, service (i.e. intended action/event) or public image do not conflict with Council's policies, community responsibilities and legislated obligations
3. The benefit the Council is expected to receive if the sponsorship application was successful (e.g. Council recognition, benefit to Council's communities like access and opportunities)
4. To be eligible the organisation, community group or individual must be based or reside in the Council's local government area

The Council's elected members, staff and contractors must not receive a personal benefit from a sponsor or free tickets to an event for non-work purposes. Elected members and staff however may attend functions to represent the organisation as part of a sponsorship arrangement.

4.3 Successful Incoming and Outgoing Sponsorship Applications

For transparency, successful sponsorships (both incoming and outgoing) are to be reported in Council's Annual Report.

5. ADMINISTRATION

The Director Council and Community Services is responsible for ensuring the overall review and operation of the Policy, including its compliance and consistency with related documents and legislation.

6. RELATED DOCUMENTS

Legislation and References

- Local Government Act 2019*
- Local Government (General) Regulations 2021*
- Independent Commissioner Against Corruption Act 2017*

Policies

- Code of Conduct (CEO) Policy
- Code of Conduct (Employees) Policy
- Code of Conduct (Council Local Authority and council Committee Members) Policy
- Conflict of Interest (Elected, Local Authority and Council Committee Members) Policy
- Conflict of Interest (Employees) Policy
- Council's Delegations Manual

Procedures

Instructions, tools, processes, forms and templates

- Council Sponsorship Application Form

