

1040 Whitehorse Road, Box Hill, 3128
(PH) 9896 4333 (Fax) 9896 4348

Sponsorship Policy

Policy Number	P11	Version Number	V1.0
Effective date	10 December 2014	Date to be Reviewed	December 2016
Previous Policy Number/ Amendments			
Responsibility	Manager Corporate Services		

1. PURPOSE

The Whitehorse Manningham Regional Library Corporation (WMRLC) welcomes and encourages sponsorship and support from the local business community, corporations, individuals, foundations and other government agencies to support the Library in achieving its key objectives.

Sponsorship and philanthropic support can enhance, extend or reduce costs of current and future WMRLC events, programs and projects.

This policy provides guidance to Library staff negotiating sponsorship packages that may include the donation of goods, services and/or cash.

2. OBJECTIVES

- To provide a clear framework to guide the establishment of partnership proposals
- To assist in the pursuit of additional revenue streams for sustainable library events, programs, resources and services
- To enhance opportunities to develop sustainable public/private partnerships
- To provide a consistent and fair approach towards sponsorship
- Ensure WMRLC's position and reputation are adequately protected in sponsorship Agreements
- Ensure probity and accountability

3. SCOPE

This policy applies to all incoming sponsorships received by WMRLC, including cash and in-kind support provided by sponsorship and philanthropic partnerships.

This policy does not apply to:

- Grants or funds obtained from other levels of government
- Instances where the Library sponsors or contributes to external projects of other organisations
- Consultancies
- Unconditional gifts, donations, bequests or endowments
- Volunteers

4. DEFINITIONS

Cash: a donation or gift with monetary value

In Kind: where a sponsor provides a product or service in replacement of cash

Sponsorship: a mutually beneficial business exchange between WMRLC and an external party whereby the sponsor contributes funds, products or in-kind services in return for recognition, acknowledgement or other promotional considerations. Benefits may include logo placement on WMRLC marketing collateral.

Philanthropic support: contribution gained from a Trust or Foundation

Delegated Officer: refers to WMRLC staff identified as having approved authorisation from the CEO to represent the Corporation in regards to sponsorship.

5. PRINCIPLES

5.1 WMRLC will actively seek opportunities to work with both local and national organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with the Corporation's strategic priorities and values.

5.2 Any sponsorship WMRLC undertakes must not compromise the Corporation's reputation, image, probity or ability to fulfil its functions and responsibilities.

5.3 WMRLC will not enter into sponsorship agreements with external parties that do not align with Corporation's Vision and Values.

5.4 WMRLC retains the right to decline a sponsorship agreement with any organisation or individual that is in conflict with the broader policies and practices of the Corporation.

5.5 In accordance with privacy laws WMRLC will not provide sensitive or private information, including data bases and contact lists, to any of its potential partners.

5.6 All sponsorship arrangements should be viewed as an enhancement and must not be the core source of funding.

6. RESPONSIBILITIES

6.1 The WMRLC **Chief Executive Officer** is responsible for:

- Approving all sponsorship agreements
- Authorising delegated officers to act on behalf of the Corporation to seek sponsorship partnerships
- Informing Member Councils of sponsorship arrangements
- Reporting on sponsorship partnerships to the Library Board on a quarterly basis
- Including a report on sponsorship partnerships in the Annual Report

6.2 The **Delegated Officer** is responsible for:

- Seeking sponsorship from external organisations and providing the Chief Executive Officer with an application for approval that outlines the costs, benefits and commitments of all parties.

- Liaising and maintaining communication with sponsors
- Ensuring the Corporate sponsorship process is adhered to
- Evaluation of the sponsorship proposal
- Informing applicants of WMRLC's decision regarding their proposal
- Monitoring sponsorship arrangements throughout the sponsorship term

6.3 The **Sponsorship Applicant** is responsible for:

- Providing required details according to the sponsorship process
- Providing true and accurate information about their organisation
- Notifying WMRLC in writing of any material change to the sponsor's circumstances as otherwise specified in the submitted sponsorship application

7. APPLICATION AND EVALUATION

7.1 All potential sponsors must provide proposed sponsorship details and will be assessed according to information provided.

7.2 Applications will be evaluated by the Delegated Officer in consultation with the CEO and will be assessed according to the selection criteria and guiding principles outlined in this policy.

7.3 Successful applicants will enter into a written, legally binding sponsorship agreement with WMRLC that will be prepared for each sponsorship arrangement.

7.4 WMRLC reserves the right to either publicly call for Expressions of Interest or approach individual potential sponsors directly.

8. RISK ASSESSMENT

8.1 All sponsorship proposals must be consistent with the principles outlined above in section 5.

8.2 All sponsorship proposals must adhere to the Corporation's Vision and Values.

8.3 All sponsorship proposals must comply with relevant legislation and codes of conduct.

9. COMMUNICATION

Ongoing and open communication will be maintained between all parties throughout the sponsorship term.

10. EVALUATION

An evaluation of the sponsorship will be undertaken at the conclusion of the sponsorship term.

11. REVIEW

This policy will be reviewed as required.