



Fermanagh & Omagh
District Council
Comhairle Ceantair
Fhear Manach agus na hÓmaí



Corporate Sponsorship Policy

June 2020

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Fermanagh & Omagh
District Council

Comhairle Ceantair
Fhear Manach agus

Section 1:

Event Support through Sponsorship

Fermanagh and Omagh District Council will provide Sponsorship to organisations / event organisers
(Outward Sponsorship)

This can be defined as: “an agreement between the Council and the sponsor, where the Council makes a financial contribution or benefit in kind in support of an event, to an organisation / event organisers which in turn gains publicity or other benefits”.

Objectives

To ensure the Council provides opportunities to support organisations/ event organisers for regional, national, international and signature events and festivals within the district to;

- benefit the local economy
- attract visitors to the district
- utilise the associated the media coverage to raise the profile of Fermanagh and Omagh District Council
- Supports local communities

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

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

To ensure best value is obtained for both parties through sponsorship arrangements.

Principles

The Council will actively seek opportunities to work with local, regional, national and international organisations by identifying sponsorship opportunities which are in keeping with its Corporate Vision, Values and Strategic Priorities.

A number of key guiding principles for all sponsorship arrangements are to ensure:

- Transparency between both parties
- Accountability – ensure benefits and obligations are met by both parties
- Effective risk management – assessing the impact on Council’s reputation
- Sustainability – ensure a mutual commitment by both parties to adhere to the principles of sustainable development

The Council, however, will not put itself in a position where it might be said that such opportunities has or might have or may be thought to have:

- Influenced the Council or its Officers in carrying out its statutory functions

- Been entered into in order to gain favourable terms from the Council in any business or other agreements
- Aligned the Council with any organisation which conducted itself in a manner which conflicted with the Council's Corporate Vision or Values

The Council retains the right to withdraw support from any organisation or event organiser that the Council in its sole discretion considers inappropriate.

Sponsorship:

Eligibility for Sponsorship will include:

Organisations and event organisers that demonstrate they have an appropriate governance framework and decision making structures in place.

The event must take place in the Council area and positively contribute to Fermanagh Omagh 2030 Community Plan Outcomes under the following themes;

People and Communities: Events should increase attendance and participation in arts, cultural and heritage activities promoting creativity and wellbeing. Sporting events that increase participation and improve health and wellbeing outcomes may also be supported.

Economy, Infrastructure and Skills: We support events that provide economic benefits to the local economy, promote tourism and the visitor experience.

The Environment: Events were appropriate should enhance the natural environment, built and cultural heritage and be sustainability managed.

You are advised to discuss your application with a member of the events team before submission; email sponsorship@fermanaghomagh.com

Although each sponsorship opportunity should be considered in relation to its own unique circumstance, sponsorship will not be provided to the following organisations or activities; (please note this list is only a guide and is not exhaustive);

- Organisations not aligned with the Council's Corporate Vision, Values and Strategic Priorities.
- Sponsorship of a political party, or individual candidate.
- Sponsorship which is deemed to discriminate against people because of their protected characteristics.
- Religious organisations.
- Organisations in financial or legal conflict with the Council
- Organisations with a political purpose, including pressure groups and trade unions
- Organisations involved in the production and sale of weaponry including firearms

- Organisations involved in racial, religious or sexual prejudice or discrimination related to disability

Sponsorship requests from event organisers for support will generally take the form of a financial request. The Council will manage such requests in accordance with the Sponsorship Guidelines.

The Council has a strong corporate identity supported by Fermanagh and Omagh District Council's Master Identity Guidelines and promotional materials must not detract from this branding.

The Council will at all times comply with its Procurement and Finance Policies.

Procedures

It is recommended that all those seeking sponsorship are referred to the Sponsorship Guidelines for the event and festivals categories that the Council support. The guidance document for Sponsorship support is available online at: www.fermanaghomagh.com

A Sponsorship Application form should be completed by the event organiser and returned to the Funding and Investment Unit.

Organisations seeking sponsorship for National, International and Signature events should submit a Sponsorship Application at least 12 - 18 months in advance. Regional events may take up to 6 months.

Marketing and Media

Fermanagh and Omagh District Council sponsorship must be acknowledged in all publicity.

Acknowledgement of Fermanagh and Omagh District Council's support will be outlined in the sponsorship agreement commensurate to the level of sponsorship.

All publicity materials produced by the sponsor and for events receiving Council support must be approved by the Communications and Marketing Team before production.

The use of sponsors' logos and other branding must not interfere or conflict with the Council's own corporate identity and branding.

Organisations in receipt of sponsorship will be directed to the Council's Sponsorship Publicity Guidelines.

The use of the Council's corporate identity on any sponsors' publicity must be approved by the Communications and Marketing Team.

Conflict of Interest

Council Officers and Members are required to declare in advance if they have any personal interests, involvement or conflicts of interest with any organisation event organiser seeking sponsorship. In the event of a conflict of interest, that Officer or Member will take no part in the consideration or assessment of sponsorship for that particular organisation or event organiser.

General Disclaimer

Providing sponsorship to an organisation or event organiser does not imply endorsement by Fermanagh and Omagh District Council of products or services.

Sponsorship agreements will fully and effectually indemnify the Council from and against all claims, costs or demands arising from the sponsors, or sponsored activities.



Section 2:

Become a Sponsor

Fermanagh and Omagh District Council will consider third party Sponsorship of events and activities
(Inward Sponsorship)

Sponsorship, for the purposes of this Policy, is defined as:

‘...an agreement between the Council and the sponsor, where the Council receives financial, or benefits in kind, support of an event, activity, campaign, facility, asset or initiative from an organisation or individual which in turn gains publicity or other benefits.’

The term ‘sponsor’ is essentially the provider of sponsorship for Council events, festivals and venues.

Objectives

To ensure sponsorship applications are being assessed against specific criteria to ensure consistency and fair consideration for all applicants.

The Council will actively seek opportunities to work with local, regional, national and/or international organisations by identifying sponsorship opportunities in keeping with its Corporate Vision, Values and Strategic Priorities.

Principles

The Policy outlines the general principles which will help the Council manage sponsorship opportunities, including information on:

- Transparent criteria and procedures.
- A consistent and professional approach.
- Protection (for all parties) in relation to allegations of inappropriate arrangements.
- Accountability, ensuring best value is obtained for all parties involved in sponsorship arrangements.
- Sustainability – ensure a mutual commitment by both parties to adhere to the principles of sustainable development

The Sponsorship Policy maximises the opportunity for the Council to obtain commercial sponsorship for appropriate events, activities, campaigns and facilities, whilst also offering potential sponsors attractive packages, offering value for all parties involved.

The Council, however, will not put itself in a position where it might be said that such opportunities has or might have or may be thought to have:

- Influenced the Council or its Officers in carrying out its statutory functions
- Been entered into in order to gain favourable terms from the Council in any business or other agreements

- Aligned the Council with any organisation which conducted itself in a manner which conflicted with the Council's Corporate Vision or Values

This policy applies to all sponsorship opportunities across all Council Directorates and is not limited to just services, publications and events.

Sponsorship

The Council retains the right to decline sponsorship that it considers inappropriate e.g. could cause widespread offence, controversy or bring the reputation of the Council into disrepute.

Although each sponsorship opportunity should be considered in relation to its own unique circumstance, the following list of organisations/individuals would be deemed to be unsuitable to provide sponsorship (please note this list is only a guide and is not exhaustive):

- Organisations not aligned with the Council's Corporate Vision, Values and Strategic Priorities.
- Sponsorship of a political party, or individual candidate.
- Sponsorship which is deemed to discriminate against people because of their protected characteristics.
- Religious organisations.
- Organisations in financial or legal conflict with the Council
- Organisations with a political purpose, including pressure groups and trade unions
- Organisations involved in the production and sale of weaponry including firearms
- Organisations involved in racial, religious or sexual prejudice or discrimination related to disability

The Council will initially agree with the sponsor the nature and content of the publicity and the Council will retain the right to approve all advertising materials.

The Council has a strong corporate identity supported by Fermanagh and Omagh District Council's Master Identity Guidelines and promotional materials must not detract from this branding.

The Council will always comply with its own Procurement and Financial Policies and Guidelines.

Sponsorship Criteria

Inward Sponsorship will be considered from businesses, organisations and media outlets.

The Council require businesses and organisations to demonstrate that they are a socially responsible, this must include a commitment to pay the Living Wage.

It is important that to ensure that:

- All sponsors align to the vision and values of the Council.
- The brand of the potential sponsor complements that of the Council.

Consideration of the type of event and the level of sponsorship contribution, as well as ensuring that the potential sponsor has the capacity and capability to fulfil the sponsorship agreement.

Procedures

The procedures associated with the Inward Sponsorship are detailed within the Guidance document which is available online at: www.fermanaghmagh.com

Key elements involved in the **identification of sponsorship opportunities** include:

- Sponsorship opportunity identified as well as the level of sponsorship involved.
- Sponsorship opportunity agreed with the Head of Service and approved by the relevant Director.
- Annual report taken to Committee outlining the potential sponsorship opportunities within the Council over the financial year
- Sponsorship opportunities ratified by Committee and approved by full Council.
- Sponsorship opportunity advertised on:
 - Council website
 - Council social media channels
 - Traditional newspaper advertising

To ensure that Council procedures are followed, and that all sponsorship agreements are assessed fairly and transparently, each application will undertake the same **internal process** consisting of:

- Applications to be assessed against the pre-approved criteria and scoring matrix, by a Sponsorship Panel.
- Sponsorship Agreements to be issued at 3-6 six months in advance of the opportunity commencing.
- Sponsorship payment (if appropriate) to be processed by relevant Council Officers
- Ongoing monitoring and review of the process, procedures and approved sponsorship opportunities to be undertaken by the appropriate Council Officer
- Sponsorship activities will be audited, at random, to ensure that criteria and procedures are being followed and adhered to.

Types of activities which may attract Sponsorship

All sponsorship opportunities are available to view on the Fermanagh and Omagh District Council website.

The Council is involved in various activities, projects and programmes which may benefit from sponsorship from external organisations/individuals.

These sponsorship opportunities may include (but are not limited to):

- Corporate and Civic Events.
- Arts Venues and Programme Sponsorship and Advertising.
- Council organised sporting event.
- Council organised festivals
- Council tourism events
- Roundabouts and Flowerbeds

All potential sponsors will be required to complete an application form informing the Council of the proposal and value.

Marketing and Media

- All publicity materials produced by the sponsoring organisation, or the event organiser, must be approved by the Council's Communications and Marketing officials before being produced, and distributed.
- The sponsors' logos, and other branding, must not interfere or conflict with the Council's own corporate identity and branding.
- Organisations providing sponsorship will be directed to the Council's Corporate Master Identity and Branding Guidelines and will be required to adhere with these.
- The use of the Council's corporate identity on any sponsors' publicity must also be approved by the Communications and Marketing officials.

Public Register

The Council will develop a 'Register for Sponsorship Agreements' detailing all agreements and their terms. This register will also be placed on the Council's website in accordance with the Data Protection (2018) Act and the new General Data Protection Regulations.

Risk Management

In addition to the general criteria, each Sponsorship application will be measured in line with the Council's Risk Management Guidance and a risk assessment will be completed by the Officer dealing with the proposal prior to any formal agreement.

General Disclaimer

The acceptance of any sponsorship application does not imply any endorsement of the organisation, its services or products, by Fermanagh and Omagh District Council.

Any sponsorship opportunity which is accepted by the Council must not:

- Breach any contract.
- Infringe/violate any copyright, trademark or any other personal/proprietary right of any individual.
- Render the Council liable to prosecution or civil proceedings.
- Be detrimental to the Council's own commercial, or other, activities and/or messages.

All sponsorship agreements will fully indemnify the Council from, and against, all claims, costs or demands arising from the sponsor's activities, or sponsored activities.

The Council reserves the right to refuse a sponsorship activity if the Council deems it necessary, as well as the right to withdraw any sponsorship activity, at any time, which is not in accordance with this policy or the signed sponsorship agreement.

Responsibilities

Overall Officer responsibility for the implementation of the Sponsorship Policy will lie with the Chief Executive.

Each Council Directorate will be required to adhere to this Policy and Guidelines, taking appropriate action to meet its aims and objectives.

Corporate Sponsorship Policy Information

Monitoring

Monitoring of this Policy will be undertaken on an ongoing basis. The monitoring process will include:

- Equality Monitoring Statements
- A comprehensive evaluation of each sponsorship agreement and application will take place once the event / sponsorship opportunity has been completed.

Review

The Council's Corporate Sponsorship Policy will be reviewed on an ongoing basis. It will be subject to scrutiny and, from time to time, updates and re-issues will be circulated

Under normal circumstances, the Corporate Sponsorship Policy will be formally reviewed every three years. However, it will be reviewed sooner in the event of any of the following:

- If failure, or weakness, in the policy is highlighted.
- If there are changes in legislative requirements.
- If there are changes in Government/Council or other directives and requirements.

Contact us

Telephone 0300 303 1777, email sponsorship@fermanaghomagh.com or online at www.fermanaghomagh.com