



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

Become A Sponsor

Guidelines



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Introduction

Fermanagh and Omagh District Council has a number of service activities and events that carry potential sponsorship opportunities. These assets could provide the opportunity for local businesses and media to raise awareness of their products and services in a cost effective and targeted manner – encouraging residents and visitors to support local businesses as well as supporting local economic growth.

Sponsorship, is defined as:

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

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

These Guidelines aim to provide information on completing the application form and to highlight to prospective sponsors the type of arrangements and the nature of sponsorship opportunities which are acceptable to the Council.

Potential sponsors are also advised to read the Council’s Corporate Sponsorship Policy which is available view online at www.fermanaghomagh.com



Sponsorship Criteria

All sponsorship applications will be 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 socially responsible organisations, however, it will not put itself in a position where it might be said that such opportunities have 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
- Align 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 decline sponsorship that it considers inappropriate e.g. could cause widespread offence, controversy or bring the reputation of the Council into disrepute.

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):

- × 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
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Sponsorship Type

The Council has a number of service activities and events which may benefit from sponsorship from business organisations or media.

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

- Corporate events,
- Arts venue programme sponsorship and advertising,
- Council organised sporting events,
- Council tourism events,
- Roundabout and Flowerbed sponsorship

When completing an application, potential sponsors must identify which opportunity they are applying for.



Sponsorship Strategic Alignment

Potential sponsors should clearly demonstrate in their application how their sponsorship will support the Council's Corporate Vision and Values;

- ✓ **Vision;** Fermanagh and Omagh is of a welcoming, shared and inclusive district, where people and places are healthy, safe, connected and prosperous; and where our outstanding natural, built and cultural heritage is cherished and sustainably managed.
- ✓ **Values;** Leadership; People Focus; Integrity; Innovation; Accountability and Sustainability
- ✓ and demonstrate the **Capacity** to fulfil the any sponsorship agreement.

Each Council event has set outcomes aligned to the Fermanagh and Omagh Community Plan 2030. Potential sponsors should ensure they are aware of the outcomes for the event they wish to sponsor to ensure clarity on what the event aims to achieve and the target marketing segments.

Social Responsibility

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



Sponsorship Value

The Council has a number of sponsorship levels available for events and service activities including Principle Sponsor. Baseline values have been established and potential sponsors should input the value of sponsorship within the application. Where sponsorship involves a minimum bid; the most advantageous offer that fits with the sponsorship criteria will be considered.



Marketing and Media

Potential sponsorship will be directed to the Council's Corporate Master Identity and Branding Guidelines and will be required to adhere with these.



Sponsorship Process

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:

- Application forms submitted
 - Applications to be assessed against the pre-approved criteria
 - Sponsorship Agreements to be issued
 - Sponsorship payment to be processed by relevant Council Officer in line with agreement
 - Initiation meeting with Sponsor
 - Post sponsorship briefing and evaluation
 - Multi year agreement consideration
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Additional Information

Public Register

The Council will develop a 'Register for Sponsorship Agreements' detailing all agreements. This register will be available on the Council's website in accordance with the Data Protection (2018) Act and 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.

Monitoring

Monitoring of the Guidelines will be undertaken on an ongoing basis. The monitoring process will include:

- Equality Monitoring Statements to be completed with each Sponsorship Application.
- A comprehensive evaluation of each sponsorship agreement will take place once the event / sponsorship opportunity has been completed.

Review

The Guidelines will be reviewed on an ongoing basis and will be subject to scrutiny and, from time to time, updates and re-issues will be circulated.

Contact Information

For more information contact Telephone 0300 303 1777, or

email sponsorship@fermanaghomagh.com