



LEEK TOWN COUNCIL

SPONSORSHIP POLICY

Approved 21st May 2024

Leek Town Council is operating in increasingly difficult financial times so this requires Leek Town Council to investigate income generation opportunities and increased value from its assets in support of the delivery of services, valued by the people of Leek.

This paper forms part of Leek Town Council's response to these challenges and sets out how the Council will seek out sponsorship in line with LTC values and principles.

1. DEFINITION

For the basis of this paper sponsorship is defined as 'an agreement between Leek Town Council and the sponsor, where the Council receives money or a benefit in kind in support of an event, activity, facility, occasion, asset or initiative from a business, organization or individual which in turn gains other benefits.

2. OBJECTIVES

- 2.1 To ensure Leek Town Council maximises possibilities to obtain commercial sponsorship for events, activities, campaigns, facilities, initiatives, or occasions including digital sponsorship providing value for money for both parties.
- 2.2 To ensure Leek Town Council's reputation and standing are fully protected in such agreements.

- 2.3 To ensure that Leek Town Council have a consistent and businesslike approach towards sponsorship.
- 2.4 To ensure the best value is obtained and provided.
- 2.5 To protect Councillors and staff from allegations of inappropriate dealings or relationships with sponsoring bodies or individuals.

3. GENERAL PRINCIPLES

- 3.1 The Council will actively seek opportunities to work with organisations and individuals by identifying sponsorship of mutual benefit which is in keeping with Leek Town Council's principles. It is important to note that Leek Town Council in 2019 supported SMDC in declaring a climate emergency. Therefore, Leek Town Council will only seek to enter into sponsorship agreements with organisations that will work with the Council to implement best practice sustainable measures.
- 3.2 Leek Town Council will welcome all opportunities to work in partnership. It will not, however, put itself in a position where it might be said that such a partnership has or might have or may be thought to have:
 - a) Influenced LTC in carrying out its functions;
 - b) Been entered into in order to gain beneficial terms from Leek Town Council in business or other agreements;
 - c) Align Leek Town Council with any organization or individual which conducted itself which conflicted with the Council's principles.
- 3.3 Leek Town Council will retain the right to decline sponsorship from any organization or individual or in respect of particular products that Leek Town Council at their sole discretion consider inappropriate, offensive or incompatible with the Council's principles.
- 3.4 Consideration for sponsorship will take the form of publicity and advertising raising the profile of the sponsor. Leek Town Council will come to an arrangement with the sponsor about the nature and content of the publicity and will retain the right to approve all publicity/advertising.

- 3.5 Leek Town Council will at all times comply with its statutory and financial obligations in its arrangements with sponsors.
- 3.6 All sponsors will operate within the protection of equality and diversity legislation such as the Equality Act 2010.

4. PROCEDURES

- 4.1 Details of sponsorship opportunities will be available on the Leek Town Council website.
- 4.2 Before seeking sponsorship, officers must consider the sponsorship policy and follow the guidelines.
- 4.3 Sponsorship bids and the associated undertaking shall be approved by the Town Clerk and/or General Purposes Committee.
- 4.4 Sponsorship agreements must be referred to the Leek Town Council legal advisors prior to signing.
- 4.5 It is recommended that all potential sponsors are referred to the sponsorship policy.

5. FINANCIAL PROCEDURES

- 5.1 Payment should be made in full prior to the commencement of the agreed sponsorship activity. Phased payments can be determined depending on the nature of the sponsorship package, time and length of the deal. In this case, the first payment is to be the higher proportionate amount.
- 5.2 It is the responsibility of Leek Town Council officers to follow the appropriate regulations. Should sponsorship be received in terms of goods or equipment, the agreement for such is also to be included on the Contracts/Assets register.
- 5.3 A regular evaluation and review of the sponsorship arrangements will be undertaken by the Finance Committee.

6. MARKETING AND MEDIA RELATIONS

- 6.1 Media relations will be undertaken by Leek Town Council officers.
- 6.2 All publishing produced by the sponsor must be approved by Leek Town Council before circulation.

- 6.3 The use of sponsors branding must not clash with Leek Town Councils own corporate identity.
- 6.4 The use of Leek Town Councils corporate identity on any sponsors publicity must be discussed with and approved by Leek Town Council officers.

7. DISCLAIMER

- 7.1 Acceptance of advertising or sponsorship does not imply endorsement of products or services by Leek Town Council.
- 7.2 Any sponsorship accepted by Leek Town Council must not breach any contract or infringe or violate any copyright, trademark, or any personal proprietary right of any right person or render the Council liable to prosecution or civil proceedings. The sponsor must fully and forcefully indemnify Leek Town Council from and against all claims, costs or demands arising from the sponsor's activities.

8. CONFLICT OF INTEREST

- 8.1 Council officers and Councillors are required to declare in advance if they have any personal or financial interest, involvement or conflicts of interest with any potential sponsors. In the event of a conflict of interest, that officers or Councillors will take no part in the consideration of sponsorship with that particular organization or individual.