

STEEPLE ASHTON PARISH COUNCIL

Clerk: Nicola Duke, April Rise, 81 Studland Park, Westbury, Wiltshire, BA13 3HN 01373 864127 / 07971987806

Sponsorship Policy and Procedure

Adopted 3rd October 2022

Policy

1. In the context of this policy, sponsorship is a contribution, financial or in kind, to the costs involved in a project or activity in return for advertising.
2. The Parish Council may seek and accept offers of sponsorship and the Parish Council may provide sponsorship.
3. The Parish Council will endeavour, where possible and appropriate, to work in partnership with local and national businesses to identify opportunities for sponsorship that will be of mutual benefit.
4. The Parish Council will not enter into sponsorship agreements with any business which is in legal or financial conflict with the Council or which connects the Council with any political party or pressure group.
5. Sponsorship agreements must not be regarded by any business as a means of gaining favourable terms from the Parish Council in relation to any of the Parish Council's functions or activities.
6. The Parish Council should only seek to enter into sponsorship agreements with businesses whose values, practices and products are not in conflict with any agreed Parish Council policy, procedure or viewpoint.
7. The Parish Council reserves the right to refuse any offer of sponsorship.
8. The Parish Clerk will maintain a list of all sponsorship agreements.

Procedures

Ad Hoc Requests to Provide Sponsorship for a Parish Council Project or Activity

9. The Parish Clerk will liaise with potential sponsors to establish the relevant information e.g. the nature of the sponsorship, location(s), proposed duration of the agreement.
10. The sponsor is responsible for submitting a sign design for approval by the Parish Council and obtaining the agreed signs.
11. Before the proposal is considered by the Parish Council, The Parish Clerk will check to ensure that the potential sponsor is not in legal or financial conflict with the Council and consult with the Trading Standards Office to determine whether the potential sponsor is known to operate in a manner that may be considered as prejudicial to the best interests of consumers or in breach of any trading standards legislation.

12. The Council will consider the terms of each proposed sponsorship agreement e.g. locations, duration, size and type of sponsorship sign and decide the value.

13. The Parish Council (full Council meeting) will decide whether or not to enter into the sponsorship agreement.

14. The Parish Council is responsible for arranging the erection / display of the agreed signs.

When the Parish Council is seeking to obtain Sponsorship for a Parish Council Project or Activity

15. The Council should identify at the outset the sum which they are seeking to raise.

16. The Council should determine any set parameters for the sponsorship agreement and which terms are open for negotiation.

17. Information on Parish Council projects seeking sponsorship will be available on the Parish Council website.

18. Before approaching potential sponsors the Parish Clerk will check to ensure that the potential sponsor is not in legal or financial conflict with the Council and consult with the Trading Standards Office to determine whether the potential sponsor is known to operate in a manner that may be considered as prejudicial to the best interests of consumers or in breach of any trading standards legislation.

19. The Council will consider the terms of any proposed agreement and the Parish Council (full Council meeting) will decide whether or not to enter into the sponsorship agreement.

Parish Council Providing Sponsorship or Support

21. Opportunities exist for the Parish Council to support local organisations, activities and events by making a contribution either financial or in kind. (Note: Financial support is likely to be through the Parish Council's grant policy).

22. Before the proposal is considered, The Parish Clerk will check to ensure that the potential sponsor is not in legal or financial conflict with the Council and consult with the Trading Standards Office to determine whether the potential sponsor is known to operate in a manner that may be considered as prejudicial to the best interests of consumers or in breach of any trading standards legislation.

23. The Council will consider the terms of any proposed agreement and as a standard part of the agreement, the recipient organisation must clearly state on their literature that the event / activity is being supported by the Parish Council.

24. The Parish Council (full Council meeting) will decide whether or not to enter into the sponsorship agreement.