



Policy Owner: Director Corporate Services

Policy Reviewer: Marketing Manager

Commencement: 1 January 2024

Sponsorship Policy

1. Background

- 1.1. Local Government Procurement (LGP) is a leading procurement organisation focused on supporting councils across the NSW local government sector. LGP is a 'prescribed entity' under legislation which means councils using LGP contracts don't have to go to tender for values greater than the tendering threshold, saving valuable time and resources.
- 1.2. LGP customers include all NSW councils, regional organisation of councils (ROCs), joint organisations (JOs), non-NSW councils, not-for-profit organisations, universities, state government agencies, and departments.
- 1.3. LGP host several events annually, including but not limited to an annual conference, network meetings, sustainability forums, training, webinars, tender briefings, and contractor onboarding sessions.
- 1.4. This policy applies to all events hosted by LGP and is an important part of aligning LGP with its strategic goals and purpose to create and drive value for local communities.

2. Application

- 2.1. This policy applies to all employees and all sponsorship arrangements.
- 2.2. LGP can accept sponsors in accordance with this policy and reserves the right to apply conditions that are unique to a Sponsorship Agreement with any business.
- 2.3. This policy is to be used in conjunction with any signed Sponsorship Agreement, Sustainable Events and Travel Policy.
- 2.4. LGP reserves the right to amend, revoke, or extend the Sponsorship Agreement at any time and for any reason. LGP will provide advice of such amendment, revocation,



or extension in writing six weeks prior to the change coming into effect. This means that any and all changes may apply retrospectively.

3. Definitions

- 3.1. Sponsorship is a commercial arrangement in which a selected business is confirmed as a sponsor who provides a contribution of money or in-kind support for an activity in return for certain specified benefits outlined in the Sponsor Agreement.
- 3.2. Sponsorship is the purchase of rights or benefits, including naming rights, delivered through association with the sponsored organisation's name, products, services, or activities and includes partnership arrangements.

4. Objectives

- 4.1. This policy and the sponsorship agreement/contract provide a structured framework to guide the establishment of sponsorships and the process of how sponsors are researched, serviced, negotiated, and managed.
- 4.2. Sponsorship should support the achievement of and align with LGP's purpose, vision, values strategic objectives. It should demonstrate value for money, ethical, impartial and fair principles and be deemed appropriate activity and not damage the organisation or the sector's reputation.
- 4.3. Sponsorships are to be used to achieve the marketing and revenue objectives of LGP and the sponsoring company by providing informative events, forums, and promotional opportunities for customers.
- 4.4. Any sponsorship agreement/contract should outline the details of the activity being sponsored including timeframes, level of investment, rights, and obligations.
- 4.5. Oversight and approval of Sponsorship Agreements should be in accordance with established governance arrangements and financial delegations of LGP and the sponsor.
- 4.6. Sponsorship does not involve explicit endorsement of the sponsor or the sponsor's products.
- 4.7. LGP should only consider sponsorships that align with its values and avoid conflicts of interest with services already offered by LGP.

5. Exclusive sponsorships and other arrangements

- 5.1. LGP may elect to have an exclusive sponsorship with other organisations in return for a higher level of visibility and a higher sponsorship value. LGP can refuse to accept other sponsors in the same field or industry.



5.2. Exclusive sponsorships will be negotiated directly with organisations and unless stated in the sponsorship agreement/contract, exclusivity is not an assumption of a long-term sponsorship relationship.

6. Exclusions to sponsorship

- 6.1. Any organisation that has the potential to involve LGP or its customers in controversial issues or expose LGP or its customers to adverse criticism will not be considered for a sponsorship opportunity.
- 6.2. Any organisation that is considered a competitor to LGP (or LGNSW as LGP's owner) will not be eligible for a sponsorship opportunity.
- 6.3. Any sponsorship that could compromise or be seen to compromise LGP's ability to exercise its role impartially on behalf of its customers or could diminish the public's confidence in LGP or the sector will be deemed not suitable.
- 6.4. LGP will not enter into a sponsorship arrangement if an organisation is communicating values inconsistent with those of LGP, its customers, or the sector.
- 6.5. LGP will withdraw from any sponsorship where LGP considers a sponsor has breached LGP's values or policies.