

POLICY MANUAL

Sponsorship Policy (November 2016)

Policy Purpose

To provide direction and guidelines for the Tamala Park Regional Council (TPRC) to receive, assess and determine community sponsorship proposals.

Policy Objective

The objective of the Sponsorship Policy is to provide sponsorship that contributes to community building and community services/infrastructure and provides direct benefit to the Project.

Scope

The Policy applies to all applicants seeking a funding arrangement between the TPRC and an eligible organisation, whereby successful applicants receive funding from TPRC to deliver a specified activity in exchange for the promotion and delivery of TPRC's sponsorship objectives.

Background

The Tamala Park Regional Council may consider sponsoring community events and infrastructure on the basis that it benefits the residents of Catalina Estate or the Catalina Project.

The TPRC has initiated a comprehensive Community Development Program for Catalina Estate residents. The key focus of the program is to build community capacity. Part of this will involve providing sponsorship to established community groups in the Estate and supporting community groups outside of the Estate that demonstrate a capacity to directly benefit and involve the Catalina residents.

The focus of the Tamala Park Sponsorship Policy is to support the implementation of the Community Development Plan for the Catalina Project. The overriding principle is that support by TPRC to community sponsorship proposals should be based on demonstrating clear and direct benefits to the residents of the Catalina Estate.

The Sponsorship Policy also advocates support to community sponsorship proposals that provide branding opportunities for the Catalina Estate but also demonstrates benefits to the residents of the Catalina Estate.

Sponsorship Category

There are two types of sponsorship that may be considered under this policy 'Community Sponsorship' or 'Project Sponsorship' both categories are defined as follows:

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Community Sponsorship

To provide sponsorship for the establishment and support of community groups within the Catalina Estate and for the support of community groups outside of the Estate that demonstrate a capacity to directly benefit and involve Catalina's residents.

Project Sponsorship

To provide sponsorship in return for the promotion of the Catalina Project that enhances and provides direct benefit to the Project.

Sponsorship Objectives

The objectives of the Sponsorship Policy are consistent with the TPRC objectives and include the following:

- Environmental sustainability - promote environmental sustainability and/or protection of the natural environment;
- Youth Development – positive guidance for children and young adults, encouraging development of skills and contribution to the community;
- Culture, recreation and healthy lifestyle – promote the provision of community sport, health and wellbeing initiatives, and creative expression of cultural identity;
- Education and training opportunities – workshops, networking and training to develop community skills;
- Awareness and/or promotion of the Catalina estate – enhance the profile of Catalina estate and promote its attributes; and
- Build community capacity – promote new and existing groups to achieve self-sustainability.

Sponsorship Examples

The following examples are provided as a general guide for sponsorship:

a) Matching Sponsorship

Matching Sponsorship is where the applicant group/organisation contributes a matching sum (equal to that requested from TPRC).

Examples of suitable activities include:

- Sports workshops
- Community workshops
- Training (governance, volunteer recruitment etc.)
- Volunteer recruitment initiatives

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b) Small Event Sponsorship

Sponsorship under the Small Event Category aims to assist community groups and organisations to deliver small-scale events within Catalina Estate.

Examples of suitable events include:

- Sporting events
- Movie nights
- Community networking events
- Arts / cultural displays

c) Small Equipment Sponsorship

The Small Equipment category assists with the purchase of equipment that provides a means for community groups and organisations to become more self-sustainable and/or more diverse in future.

Examples of suitable equipment include:

- BBQ
- Gazebo
- Signage
- Education equipment
- Stock for planting days
- Sporting equipment - allowing for more games / training

Eligibility

Sponsorship will only be made available to incorporated groups and organisations within the Catalina Estate, or to those located in communities immediately adjacent to the estate (e.g. Mindarie and Clarkson).

NOTE: The definition of an incorporated organisation (*incorporation*) is detailed at: <http://www.commerce.wa.gov.au/ConsumerProtection/Content/Business/Associations/index.htm>

For sponsorship by the TPRC, the applicant group/organisation and its application should satisfy the following criteria:

- Should be not-for-profit (to the organisation or individual members);
- Should be located within the Catalina Development, or any of its immediately adjacent suburbs;
- Must not have any outstanding sponsorship acquittal to TPRC;
- Must not be individuals pursuing personal activities;
- Must not be political campaigns and lobbying groups;
- Must not be religious organisations seeking sponsorship for religious purposes;

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- Must not be retrospective sponsorship (for events already underway or completed);
- Must not be an application for funds to cover a shortfall in revenue/expected revenue;
- Must not be ongoing or recurrent sponsorship - for permanent wages/salaries or standard operational costs (utilities, maintenance, stationery etc.).

TPRC Financial Implications

Funds for all approved community sponsorship applications will be sourced from the approved TPRC Budget. TPRC retains absolute discretion as to whether it supports an application for community sponsorship or project sponsorship.

The maximum amounts per organisation for each category of sponsorship are capped at the following amounts per annum:

Community Sponsorship	\$1,000
Project Sponsorship	\$2,000

Process

All the applications must meet the above eligibility criteria and must be submitted with a completed Request for Sponsorship Application Form (Appendix A). The form also addresses the method of submission. Applications submitted via any other method will not be considered by the TPRC.

The TPRC will evaluate the application against the assessment criteria. If successful, the TPRC will arrange for a formal agreement of the sponsorship to be made. Meeting the criteria and being eligible do not guarantee sponsorship will be granted.

Applicants that receive sponsorship from the TPRC are required to provide details of the sponsored program/event's completion in relation to the TPRC's contribution within 4 weeks of completion. In the event that the details are not received by the required deadline, the recipient group may be required to refund the full sponsorship amount to the TPRC.

Assessment Criteria

TPRC will assess sponsorship applications against the following criteria:

- 1. The applicant group must demonstrate a genuine capacity to responsibly manage, deliver and acquit the project/activity for which sponsorship is being sought.**

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This can be demonstrated by:

- Describing past projects/activities that the groups has successfully delivered;
- Outlining the group's formal structure and proposed method of delivering the project, including the management and administration of funds.

2. The proposed project must nominate a Sponsorship Category and address at least one of the Objectives outlined in this policy.

The sponsorship proposal must demonstrate how the project is capable of delivering one of the sponsorship Objectives.

3. The proposal must represent value for money.

The applicant group must demonstrate that the proposed project will be delivered at a reasonable cost.

Further information

Applicants who require any further information about the sponsorship process are encouraged to email mail@tamalapark.wa.gov.au.

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Annexure A – Request for Sponsorship Application Form

- Please tick box to confirm you have read and understand the TPRC's Sponsorship Policy in conjunction with this form.

Section A – Contact details

Organising body:

Contact person:

Position:

Address:

Phone: Mobile:

Email:

ABN (if applicable):

Is your organisation incorporated? Yes No Other:

Is your organisation non-profit? Yes No Other:

Section B – Sponsorship details

Sponsorship name:

Date:

Venue and address:

Brief description of the sponsorship purpose:

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Declaration

I, the undersigned, declare the information provided to be a correct and honest description of our organisation and the project or event for which funding is being sought.

Successful applications will be entirely responsible for any indemnities and insurance required for the project/event. Tamala Park Regional Council accepts no liability for any accidents or negligence resulting in a claim or demand arising from the sponsored project or event and excludes all such liability to the fullest extent permitted by law. Volunteers involved in any sponsored project or event must be covered by their own insurance or organisers' insurance.

Signed:

Please send your completed application form to:

Tamala Park Regional Council
Attention to: Project Coordinator
PO Box 655
Innaloo WA 6918
mail@tamalapark.wa.gov.au