

SPONSORSHIP

GUIDELINES

AND PRINCIPLES



**Government
of South Australia**

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Updated: February 2018

Public - I1 - A1

Purpose

Sponsorship proposals come in many forms offering diverse marketing opportunities, each unique in terms of size, location, audience reach, objectives and benefits offered.

The purpose of this document is to provide the basic principles for all Government agencies when entering into a sponsorship arrangement.

Scope of this document

Government departments and agencies will encounter sponsorship from two distinct perspectives:

1. **As the proposed sponsor.** Another organisation, either public or private, will seek the support of the Government Department / Agency through provision of financial or other resources, and in return will offer perceived benefits through association with the sponsored organisation or event.
2. **As the sponsored organisation.** The Government Department / Agency will seek provision of financial or other support from another organisation, and will provide perceived benefits in return.

Principles in this document shall be applied to both perspectives.

What is not covered:

- **Donations or grants.** Where support is sought or given because of moral or community obligation or beneficence such proposals are not classified as sponsorship. Such support may be better considered through donation, grant or other funding schemes. Please refer to Treasurer's Instructions No15 for further information at www.treasury.sa.gov.au/public-sector-operations/compliance-and-resources/treasurers-instructions
- **Advertising.** This is the paid placement of messages within a communication medium. On occasion the media, particular television stations, use the term sponsorship to refer to an association between a paid advertiser and a particular program. Advertising and associated media sponsorships are not covered in these guidelines but are subject to the requirements of the Master Media Contract.

Decision to enter into sponsorship

The objective of sponsorship is to build an association between two organisations from which both will benefit.

The decision to enter into a sponsorship agreement must be driven by sound business principles.

A sponsorship proposal should be measured against its;

- Contribution to the achievement departmental/agency mission and strategic objectives
- Ability to provide meaningful benefits to the department or agency
- Cost effectiveness in relation to other available marketing and communications tools.

Government departments and agencies must identify and implement clear assessment procedures for sponsorship arrangements to ensure:

- Cost effectiveness
- Maintenance of government credibility
- Management of risk
- Compliance with current Departmental or Government policies or directions.

There must be no real or perceived:

- Conflict of interest
- Implication of favoured treatment to the sponsor
- Overt endorsement of the sponsors products or services.

Sponsorship agreements shall only be accepted if they will provide a net benefit for the government with no detriment to the public interest.

All sponsorship agreements must be able to withstand public scrutiny.

Scope of sponsorship of Government activities

A Government department/agency may offer for sponsorship a specific initiative, project, event or communication, for example;

- Conference, public event or materials associated with an event
- Specific projects or programs
- Initiatives such as Crime Stoppers, Neighbourhood Watch.

A Government department may not offer for sponsorship;

- The corporate entity, i.e.: the actual department, agency or organisation
- The core services of the department, or any activity or communication that the public has the right to expect would be provided by the department, unencumbered by private or commercial interests.
- Corporate stationery, forms, annual reports or like materials
- Web home or content pages, except for web pages specifically devoted to a sponsored project or event
- Corporate uniforms, except for specific event promotional clothing
- External corporate signage on buildings or near vicinity
- Fleet vehicles except for advertising on public transport or promotional vehicles for sponsored events or projects.

All media sponsorships are to be negotiated in conjunction with the Master Media Agency.

Likewise, the Premier's Media Unit should be consulted on any media sponsorships prior to approaching the proposed media organisation.

Principles

Written agreements

All sponsorships shall be the subject of a written agreement that clearly details all terms and conditions of the sponsorship.

All agencies should seek the assistance of the Crown Solicitor's Office to incorporate the appropriate terms and conditions in sponsorship agreements.

Note: The use of the government logos in conjunction with third party sponsorship or support may have legal implications. Please see Crown's Solicitors advice.

Benefits of sponsorship

The benefits to each of the partners in a sponsorship agreement must be proportional to their contribution.

The benefits of sponsorship must be confined to the specific activity or project that is sponsored.

There must be no suggestion that business opportunities beyond the specific scope of the sponsorship activity, privileged access to Ministers, or any other disproportionate benefit was obtained as a result of entering into the sponsorship agreement.

Risk assessment

No agreement shall be made without careful assessment of the risks to the department, its core business or its public reputation through association with other parties to the agreement.

Accordingly some companies or categories of organisation, by virtue of their public reputation or line of business, may be inappropriate as a sponsorship partner. Appropriate partners would be organisations whose products and ethics are consistent with and complementary to, the vision and objectives of the government agency or department.

Sponsorship agreements shall incorporate appropriate conditions to enable management of risk.

Agencies should consult with their risk management officers to evaluate risk.

Approval process

All commercial sponsorships (the expenditure of the associated sponsorship and the leveraging activities) over \$50,000 (ex GST) require approval by the Head of Profession (HOP). More information on the approval process is available in the *Marketing Communications Guidelines* at www.dpc.sa.gov.au/govcommunications

Government agencies should clearly define which staff are eligible to approve sponsorship opportunities, proposals, prospective sponsors and agreements.

Departmental approval process should be in line with standard approval processes, with consideration to risk management including monitoring conflicts of interest and appropriate legal checks.

Government of South Australia Branding

Use of the Government of South Australia brand in association with any sponsorship must be accordance with Government of South Australia Branding Guidelines.

Use of the brand for commercial purposes is also restricted. Refer to Premier and Cabinet Circular PC023.



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