

City of Port Phillip

COUNCIL POLICY – St Kilda Festival Sponsorship

1. PURPOSE

This Sponsorship Policy sets out the principles and approach which guide the City of Port Phillip's management of sponsorship arrangements with the aim of protecting and promoting the best interests of the Festival, its program, its partners and the City of Port Phillip.

The City of Port Phillip - St Kilda Festival will use this policy to make informed decisions regarding sponsorship and similar arrangements.

2. SCOPE

The City of Port Phillip will use this policy to make informed decisions regarding sponsorship and similar arrangements related to St Kilda Festival.

3. REFERENCES

City of Port Phillip Council Plan;

City of Port Phillip Art and Soul Strategy;

City of Port Phillip tendering, contracts and procurement guidelines.

4. COUNCIL POLICY

4.1 Introduction

While the Festival delivers on a large range of actions within the Council Plan and other strategic documents, the event itself has strategic objectives as its underlying purpose:

1. Iconic branding that showcases the City of Port Phillip in order to promote St Kilda and increase tourism and visitation – a brand known to the local community, wider Melbourne and internationally
2. A commitment to live music, including dedicated support for local, young, diverse and emerging musicians
3. Long term sustainable economic benefit and development for local traders
4. Community engagement for local and wider communities, contributing to City of Port Phillip as a cultural hub

In addition, the Festival has a number of operational objectives that guide decision making and annual planning:

1. A commitment to public safety at the event as the highest priority
2. Contained costs that are minimised each year, with overall budget maintained at a reasonable cost to ratepayers
3. Growing accessibility at the event, for both attendees and participants
4. Continuous improvement in sustainability within the event, with a focus on reduced footprint and waste management

4.2 Sponsorship Objectives

The objectives of the St Kilda Festival's ongoing sponsorship policy are:

1. To position the St Kilda Festival as an iconic, premium sponsorship proposition
2. To enter into partnerships which improve and add value to the St Kilda Festival's experience for all patrons and stakeholders
3. To coordinate and streamline the sponsorship activities of the Festival and those of its participating community events

In undertaking the procurement of all partnerships, the St Kilda Festival will consider and respect the legitimate interests of all stakeholders. St Kilda Festival stakeholders include:

- Government and regulatory authorities
- Corporate sponsors
- Community partners / local businesses
- Audience members
- City of Port Phillip residents
- Festival participants

4.3 Principles

For any arrangement providing funding and/or in-kind goods and services to the St Kilda Festival the following principles will apply:

- A sponsorship arrangement should not be detrimental to the goals of the Festival.
- There should be no real or apparent conflict between goals and objectives of the Festival and those of sponsors.
- The Festival may enter into sponsorship arrangements which provide exclusive benefits to the sponsor in proportion to the value of the arrangement. This may include category exclusivity.
- The Festival will seek to avoid partnerships that will question or cause embarrassment or detriment to the good name and reputation of the Festival, any of the Festival's supporters or the City of Port Phillip.
- The Festival will not enter into arrangements that may involve a perceived reputational risk.
- In relation to sponsors, City of Port Phillip Councillors and staff must comply with requirements of Code of Conduct, Conflict of Interest Policy and the Gifts & Hospitality Policy as they respectively apply.
- All sponsorship arrangements will be set out in a formal contract approved and executed by a City of Port Phillip representative and the sponsor.

4.4 Determination of Entitlements / Benefits

The terms and conditions and costs and benefits associated with any sponsorship arrangement will be developed and negotiated initially on a case by case basis or in accordance with a standardised sponsorship package option (e.g. Sampling Rights).

The fees will be determined by an assessment of the 'market' or 'business' value of the intangible and tangible benefits the St Kilda Festival is offering to a potential sponsor. Consideration will also be given to the benefits that prospective sponsors are offering the Festival.

4.5 Sponsorship Exclusions

As the St Kilda Festival aims to engage community of all ages in a healthy and productive way, organisations that are involved in activities and/or products that present a direct hazard to community health and wellbeing, or to the reputation of the City of Port Phillip, are regarded as being inappropriate for any form of sponsorship. Some examples include:

- Tobacco and cigarette related products, services or brands;
- Gambling, gaming or betting products, services or brands;
- Products, services or brands associated with pornography;
- Companies, Partnerships, or Sole Traders who are under investigation by ACCC or any other legal authority;
- Companies, Partnerships, or Sole Traders where the sponsorship could be perceived as an inappropriate attempt to influence Council decision making processes.

Any sponsorship arrangements with alcohol brands must adhere to the St Kilda Festival Alcohol Management Plan and other relevant Council plans.

All sponsorship arrangements must take into account sustainability and environmental responsibility, including consideration of waste management and materials.

Please note Naming Rights for the Festival are usually not permitted to any sponsor; however presentation rights are available. For example, "the XYZ St Kilda Festival" is not permitted, but "the St Kilda Festival brought to you by XYZ" is acceptable.

4.6 Community Event Sponsorship at the Festival

Numerous community groups and other bodies run events as a part of the St Kilda Festival and some of them have sponsors. To ensure that these events are given the opportunity to acknowledge and promote their sponsors within the Festival, the following operating policy applies:

St Kilda Festival encourages its community groups, events and participants to engage sponsorship to help get their events up and running and the Festival will do its utmost to assist in this process.

All St Kilda Festival participants must seek approval from the City of Port Phillip prior to confirming any sponsorship related to their activity at the Festival. This is to ensure that associated sponsorships are in line with this policy, and that no conflicts exist with the Festival's direct sponsors.

Events are not able to offer wider Festival benefits to their sponsors without prior approval from the Festival office. In some cases, the granting of such benefits may incur a sponsorship fee to the Festival as well as to the event.

No sponsorship activities will be permitted at the Festival without written approval from the Festival office. Such approval will be withheld if the Festival determines that such promotional activity, display or signage breach any of the above set out principles.

4.7 Accountability and Responsibility

The St Kilda Festival proactively protects and defends the rights and benefits provided to its supporters and sponsors.

The Festival seeks to do everything within its power to protect its sponsors from ambush marketing and has developed a policy to combat ambush marketing at its events.

5. ATTACHMENTS

NIL.