



Cessnock Performing Arts Centre Sponsorship/Partnership Guidelines

1. OBJECTIVE

To foster financial and in-kind support for performances, events and the venue facility of Cessnock Performing Arts Centre, ensuring that all sponsorship and/or partnership arrangements and related processes are consistent with Council's adopted Code of Conduct and the public interest.

2. POSITION STATEMENT

The Cessnock Performing Arts Centre has attracted a growing list of individuals, businesses, corporations and other government agencies seeking sponsorship and partnership opportunities. The Guidelines provide Council and prospective sponsors with clear and unambiguous parameters for entering into a sponsorship/partnership letter of agreement. Cessnock Performing Arts Centre will accept sponsorship in the following categories:

- **Suppliers** such as food and beverage, accommodation and printers
- **Companion businesses** such as restaurants, accommodation providers, other entertainment facilities, producers/presenters
- **Naming rights** generally, but not limited to, media partners or businesses

3. DEFINITIONS

Sponsorship

The Independent Commission Against Corruption (ICAC) defines sponsorship as: "*Sponsorship means a contribution in money or kind, generally by the corporate sector or private individuals, in support of a public sector activity.*"

Partnership

For the purpose of these Guidelines, a partnership is defined as a mutually beneficial arrangement whereby each party offers a reciprocal benefit, for example, members of the Cessnock Performing Arts Centre may receive benefits from a 'partner organisation' and, in turn, the partner organisation may receive benefits of an equal value from the Cessnock Performing Arts Centre.

In-Kind

Products or services provided in lieu of cash in exchange for sponsorship rights.

Letter of Agreement

Document signed by both parties outlining monetary/in-kind commitment, benefits, exclusions, and termination provisions.

4. PROVISIONS

4.1. Sponsorship/Partnership Principles

The following principles, specific to Cessnock Performing Arts Centre apply:

- In most circumstances, the public interest is best served by making sponsorship/partnership opportunities widely known. To this end, sponsorship will generally be sought through an expression of interest process, or by using other broad-based means. However, targeted sponsorship may be required from time to time, dependent upon the performance/event and predicted audience.
- All prospective sponsors/partners shall be reputable individuals or entities whose public image, products and services are aligned with the values and objectives of Cessnock City Council and the Cessnock Performing Arts Centre.
- It is inappropriate for a sponsorship proposal or partnership to provide a personal benefit to any Cessnock City Council Councillor or employee.
- Sponsorship/partnership letters of agreement should clearly state what will be provided and how the sponsor's product/name will be used in any advertising or marketing.
- Sponsorship/partnership arrangements will not be entered into where there is a clear conflict between the prospective sponsor's or partner's objectives and those of Cessnock Performing Arts Centre.
- Sponsorships/partnerships may be suspended or terminated if a sponsor attempts to influence any of Council's other functions or regulatory responsibilities as a result of its relationship with the Cessnock Performing Arts Centre.
- The Cessnock Performing Arts Centre may accept sponsorship for a short and/or long term duration related to specific events, suppliers, projects and/or activities.
- Council will endeavour to comply with entertainment industry practices including, but not limited to:
 - naming rights of productions
 - artist's billing block

4.2. Sponsorship Requirements

All sponsorship and partnership arrangements, whether formal or informal, will clearly set out:

- The objective of the sponsorship/partnership
- The benefits to the Cessnock Performing Arts Centre and the sponsor
- Any personal benefits available to the sponsor's employees and their relatives

- The form or forms of sponsorship acknowledgement which will be available
- The scope of uses which the sponsor can make of the sponsorship arrangement
- The terms of the sponsorship and any conditions regarding renewal, if applicable
- Procedures for monitoring the sponsorship, including the consequences of changes which may occur over time
- Financial accountability arrangements
- Provisions for termination or suspension of arrangements
- Provisions for conflict or dispute resolution
- Any special conditions which apply to the sponsorship arrangement
- The evaluation process to occur after the sponsored event, performance, activity, etc.

Any standard fees and charges will be available from both the Cessnock City Council and Cessnock Performing Arts Centre websites under Fees and Charges.

4.3. Seeking Sponsorship

The General Manager and/or delegated officer have the authority to seek and negotiate sponsorship/partnership agreements in accordance with their financial delegations. The Cessnock Performing Arts Centre Coordinator will facilitate such agreements for different events, tours, artists etc. This may include, but is not limited to, in-kind sponsorship with a media partner or local business, or a financial arrangement with a business or corporate entity. E.g. “.....presents the artist or production”

It may be appropriate to meet with the sponsors to discuss the sponsorship agreement in person.

All sponsorship/partnership proposals will comply with the Cessnock Performing Arts Centre Sponsorship/Partnership Guidelines.

4.4 Exclusions

There are a number of individuals or entities that Cessnock Performing Arts Centre will not enter into sponsorship/partnership arrangements with. These include:

- Those involved in the manufacture, distribution and wholesaling of tobacco products.
- Those under investigation by the ICAC or any other legal authority.
- Those whose products or services are hazardous.
- Those with a potential real or perceived conflict of interest.

5. REVIEW

The Cessnock Performing Arts Centre Sponsorship/Partnership Guidelines will be reviewed biennially.

Version Control

<i>Date</i>	<i>Review</i>	<i>Comment</i>
28 February 2014	Draft v1	For initial review
4 March 2014	Draft v2	Incorporating feedback from Governance
9 May 2014	Draft v3	For final review
24 September 2014	Final	Posted on the CPAC website