

Sponsorship and Advertising Policy

1. Definition

1.1 For the purposes of this policy, sponsorship is defined as:

“an agreement between the Council and the sponsor, where the Council receives either money or a benefit in kind for an event, campaign, or initiative from an organisation or individual which in turn gains publicity or other benefits.”

2. Objectives

- 2.1 To ensure the Council maximises opportunities to obtain commercial sponsorship and advertising for appropriate events, campaigns or initiatives.
- 2.2 To ensure that the Council's position and reputation are adequately protected in sponsorship and advertising agreements.
- 2.3 To ensure that the Council adopts a consistent and professional approach towards sponsorship and advertising.
- 2.4 To ensure best value is obtained and provided in sponsorship and advertising arrangements.
- 2.5 To protect members and officers from allegations of inappropriate dealings or relationships with sponsors and advertisers.

3. General Principles

- 3.1 The Council will actively seek opportunities to work with local organisations by identifying sponsorship and advertising opportunities of mutual benefit and which are in keeping with its strategic priorities and core values.
- 3.2 The Council welcomes all opportunities to work in such partnerships. It will not, however, put itself in a position where it might be said that such a partnership has or might have or may be thought to have:
 - (i) Influenced the Council or its officers in carrying out its statutory functions.
 - (ii) Was in order to gain favourable terms from the Council in any business or other agreement.
 - (iii) Aligned the Council with any organisation which conducted itself in a manner which conflicted with the Council's values.
- 3.3 The Council will not, therefore, be able to consider agreements for sponsorship **or** advertising from:
 - (i) Organisations not complying with the code of practice of the Advertising Standards Authority.

- (ii) Religious organisations.
- (iii) Organisations in financial or legal conflict with the Council.
- (iv) Organisations with a political purpose, including pressure groups and trade unions.
- (v) Organisations involved in the production and sale of weaponry, including firearms.
- (vi) Organisations involved in racial or sexual prejudice or discrimination on the basis of disability.
- (vii) Organisations wishing to promote Party Political material.

3.4 The above list is not exhaustive and the Council retains the right to decline sponsorship and advertising from any organisation or individual.

Signed (Chairman):

Date: 6th February 2023
Reviewed: 12th May 2025
Reviewed: 11th May 2026