



SPONSORSHIP POLICY GP13

1. Definition

1.1 Sponsorship is defined as "an arrangement between Bicester Town Council and another party which meets all or part of the costs, or provides relevant benefit in kind of a Bicester Town Council project, activity or service in exchange for non financial commercial benefit".

2. General principles

2.1 Where appropriate, Bicester Town Council will work in partnership with relevant local and national organisations, such as businesses, charities, trusts, and any other group or individual to identify opportunities for sponsorship that will be of mutual benefit.

2.2 Bicester Town Council will not enter into sponsorship agreements with any entity which is in legal or financial conflict with the Council or which connects the Council with any political party or pressure group.

2.3 Bicester Town Council will not enter into any sponsorship agreements where, in its opinion, the sponsoring organisation is using the sponsorship as a means of gaining favourable terms in respect of any other Town Council business or agreement and reserves the right to immediately withdraw from any sponsorship agreement were this becomes evident..

2.4 Bicester Town Council reserves the right not to enter into sponsorship agreements where it believes that their values, practices and /or products pose a threat to the ethical and moral stance of the Council .

2.5 Within the definitions of this policy, Officers are delegated to identify and seek sponsorship and to report back to the relevant Committee for final approval.

3. Co-ordination and approval procedure

3.1 Bicester Town Council will promote its sponsorship packages on its website, and through other no cost means. Bicester Town Council will have a flexible approach to prospective sponsors in order to maximise sponsorship potential.

3.2 A written contract between Bicester Town Council and the sponsor will support all sponsorship agreements. It must be signed by the Chief Officer or person authorised by the Chief Officer on behalf of the Council.

3.3 The Chief Officer will nominate a Named Officer to act as the main contact with the sponsor throughout the duration of the sponsorship agreement.

4. Financial procedure

4.1 Payment terms will be in line with Bicester Town Council's financial regulations and procedures, ie payment to be made within 30 days of invoicing, or as agreed in the contract if different.

4.2 It is the responsibility of the named officer to follow Bicester Town Council's financial regulations relating to the banking and spending of sponsorship income. Similarly, if sponsorship is in terms of goods or equipment or services, guidelines relating to inventories should be followed.

5. Marketing and media relations

5.1 All information for the media produced by the sponsor must be approved by Bicester Town Council before publication.

5.2 The use of sponsors' logos and other branding must not interfere with the Council's own corporate identity.

5.3 The size and positioning of sponsors' logos on promotional material and signs must be approved by an appropriate member of Bicester Town Council's Management Team.

5.5 The use of the Town Council's corporate identity on any sponsors' publicity must be approved by an appropriate member of Bicester Town Council's Management Team