

First adopted:	April 2013
Revision dates/version:	1 March 2022
Next review date:	1 March 2025
Engagement required:	
Document number:	D-791069
Associated documents:	n/a
Sponsor/Group:	Venues, Tourism and Major Events Group

Event Sponsorship Policy

Purpose and scope

1. The purpose of this Policy is to provide guidelines and criteria for the Economic Development Committee to allocate its funding resource.
2. This Policy seeks to ensure best value for Council's investments in event sponsorships by providing easy to understand, fair and transparent decision-making criteria.
3. The Event Sponsorship Policy is primarily aligned to Council's mission to help build a more vibrant, attractive and prosperous city with its partners.

Principles

4. The Events Sponsorship Fund is one part of a mix of core Council initiatives to generate, nurture and stage a portfolio of events within Hamilton to the benefit of visitors and residents of Hamilton and the wider Waikato region. The events strategies pursued by Council are best described as follows:
 - a. Promotion of Hamilton as a business and event visitor destination of note.
 - b. Council's capital and operating investment in a wide range of infrastructure and event facilities and supporting services.
 - c. Commercial event fixtures attracted through 'H3 business development activity that are fully self-funded.
 - d. Events Leverage Fund (administered by the Venues, Tourism and Major Events Group).
 - e. The Events Sponsorship Fund.

Underpinning this is Council's vision for Hamilton and its priority to have a fun city with lots to do.

Policy

5. The application of the Event Sponsorship Fund will focus on larger event opportunities where exposure will reach well beyond Hamilton, delivering high-profile coverage; and where it will attract significant numbers of visitors from outside Hamilton and the region, and great community engagement and participation.
6. All application assessments will be considered both collectively (with other applications) and independently upon their respective merit in order to ensure a balanced portfolio of event categories (types) and year-round weighting. There will be three primary categories considered:
 - a. **Emerging** events that are new and warrant a kick start sponsorship investment as they are seen to have significant long-term growth potential for the city.
 - b. **Cornerstone** long-standing events that have proven performance in delivering high profile for Hamilton, add to the city's value proposition and where Council's ongoing sponsorship support will drive incremental visitation and expansion opportunity.

- c. **Significant** one-off events that present an opportunity to deliver substantial benefits to Hamilton by way of profile, increased visitation and new business opportunities (economic outcome).
7. Principal criteria and guidance for sponsorship assessment include:
- a. Aligned with the Hamilton City vision, profile and broader strategies.
 - b. Quantified/proven exposure benefits and distinctiveness for Hamilton nationally (and internationally) and across business at large.
 - c. Evidence of target audience/attendance at regional/national/international levels.
 - d. Generation of overnight visitation to the city.
 - e. Significant number of anticipated participants and future growth potential.
 - f. Utilisation of city facilities and assets.
 - g. Quality of organisational capability.
 - h. Strong leverage opportunities and community support.
 - i. Existing interests and relationships that may give rise to a potential conflict of interest.

Monitoring and implementation

Event sponsorship application requirements

- 8. Applicants must accept Council's decisions as final. Once approved, under terms of the sponsorship payment schedule, applicants may receive up to 80 percent in advance.
- 9. Applications will not be accepted to any past sponsored event organiser who has failed to supply a post event report to Council.

Monitoring and performance requirements

- 10. Successful applicants must adhere to event milestone reporting up until the event itself and post evaluation reporting as prescribed by Council through this policy and the deliberations of the Economic Development Committee
- 11. Successful applicants will present a final report on events outcomes and achievements against stated objectives within two months of the event.
- 12. Upon receipt of the post-event report, Council will release the balance of the sponsorship to the event organiser.
- 13. The Economic Development Committee will be responsible for the allocation of the Council's event sponsorship fund within the terms prescribed by this Policy.
- 14. Any decision by the Economic Development Committee to approve sponsorship in excess of the allocated event sponsorship fund must be recommended to Council to approve.

Fund allocation process

- 15. The Economic Development Committee will be supported by the Venues, Tourism and Major Events Group who will administer the sponsorship application, liaise with all applicants and successful event organisers receiving sponsorship.
- 16. The Venues, Tourism and Major Events Group will supply the Economic Development Committee with a copy of the cover sponsorship application form and for each a copy of management's assessment and recommendation for each application
- 17. The General Manager Venues, Tourism and Major Events Group may upon approval of the Chair call under urgency a special meeting of the Committee for any warranted urgent approval or issue requiring immediate attention.

18. The Committee will assess all applications both collectively and individually in order to ensure a balanced approach to all approvals is maintained.

Financial accountability

19. Upon advice to the applicant that funding is approved, they will be required to reconfirm that financial information presented with their application is unchanged or otherwise, and confirm that sufficient other funding sources for the event have been secured, before payment by Council will be made.

Transparency of information

20. Information about sponsored parties will be available to the public on request and the Council will maintain a register of sponsored parties and sponsorships but not the details of the sponsorship agreement itself.
21. Regular financial and performance audits will be conducted in relation to sponsorship arrangements.

Conflict of interest and personal benefits

22. Members of the Economic Development Committee, elected members of Council and Hamilton City Council staff must not benefit as a result of sponsorship and must not take, or seek to take, improper advantage of their position in order to obtain benefits for themselves, their family or any other person or organisation. The benefits of sponsorship must go directly to Hamilton City Council.
23. Hamilton City Council will not enter into sponsorship arrangements if members of the Economic Development and/or the Venues, Tourism and Major Events Group deem the organisation to be in conflict with Hamilton City Council's business or core values.
24. Any sponsorship arrangement Hamilton City Council undertakes must not compromise Council's or Hamilton's reputation, public image, probity or its ability to fulfil its legal functions and duties.
25. Any sponsorship arrangement must not impose or imply conditions that would limit or be perceived to limit Hamilton City Council's ability to carry out its functions fully and impartially.
26. Conflicts arising from personal relationships or financial arrangements of members of the Economic Development Committee, elected members of Council or Hamilton City Council staff involved in sponsorship assessment, approval, administration or application, will be managed in accordance with the conflict of interest provision of Hamilton City Council's Code of Conduct.

Authority

27. The final authority over any sponsorship agreement ultimately rests with the Venues, Tourism and Major Events Group and it retains discretion not to accept a sponsorship application from any organisation for any reason.
28. When an application is not accepted the General Manager Venues, Tourism and Major Events will report that decision to the Economic Development Committee.