



D O W N H A M
M A R K E T

TOWN COUNCIL

Date of Adoption: 19 March 2024

Revision – every three years or in line with changes in legislation

SPONSORSHIP POLICY

1. DEFINITION

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

“an agreement between Downham Market Town Council (hereinafter referred to as 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 for appropriate events, campaigns or initiatives whilst also offering sponsors attractive packages offering value for money for both parties.

2.2 To ensure that the Council's position and reputation are adequately protected in sponsorship agreements.

2.3 To ensure that the Council adopts a consistent and professional approach towards sponsorship.

2.4 To ensure best value is obtained and provided in sponsorship arrangements.

2.5 To protect councillors and officers from allegations of inappropriate dealings or relationships with sponsors.

3. GENERAL PRINCIPLES

3.1 The Council will seek opportunities to work with local organisations by identifying sponsorship opportunities of mutual benefit and which are 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 entertain agreements for sponsorship from:

- i) Organisations not complying with the Council's advertising code or the code of practice of the Advertising Standards Agency.

- 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 racial or sexual prejudice or discrimination on the basis of disability.
- vi) Organisations wishing to promote Party Political material.
- vii) Organisations involved in the production and sale of weaponry including firearms.

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

4. CONFLICT OF INTEREST

4.1 Council officers and councillors are required to declare in advance if they have any personal interests, involvement or potential conflict of interest with any potential sponsor. In the event of a potential conflict of interest, that officer or councillor will take no part in the consideration of sponsorship with that particular organisation.

5. REVIEW

This policy will be monitored and reviewed every three years.

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