



SPONSORSHIP & ADVERTISING POLICY

June 2013

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This policy sets out Malvern Hills District Council's approach to seeking and accepting advertising and sponsorship.

1. Definitions

- 1.1 Sponsorship
“an agreement between Malvern Hills District Council and the sponsor, where we receive 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.”
- 1.2 Advertising
“an agreement between Malvern Hills District Council and the advertiser, where we receive money in exchange for advertising their goods/ services via a pre-agreed range of media.”

2. Objectives

The objectives of the policy are to:

- ensure that our position and reputation are adequately protected in sponsorship and advertising agreements;
- ensure that we adopt a consistent and professional approach towards sponsorship and advertising;
- ensure best value is obtained and provided in sponsorship and advertising arrangements – including any arrangements made where we receive either money or a benefit in kind;
- protect members and individual officers from allegations of inappropriate dealings or relationships with sponsors and advertisers.

3. General Principles

- 3.1 Our objective is to promote and help support, through sponsorship and advertising opportunities, local businesses and/or the health and well-being of local residents, in keeping with our strategic priority of stimulating the local economy.
- 3.2 We welcome all opportunities to work in such partnerships. We will not, however, put ourselves in a position where it might be said that such a partnership has or might have or may be thought to have influenced the council or its officers in carrying out its statutory functions in order to gain favourable terms from the council in any business or other agreement;

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3.3 We will not enter into agreements for sponsorship or advertising which do not:

- a. comply with the Code of Recommended Practice on Local Authority Publicity 2011
- b. comply with the code of practice of the Advertising Standards Authority;
- c. meet the provisions of the council's Single Equality Scheme which seeks to avoid all forms of discrimination, including those of a religious, racial, sexual or disability nature.

Nor will we enter into such agreements with organisations which:

- d. are in financial or legal conflict with the council;
- e. are of a political nature which seek to influence public opinion.

3.4 The above list is not exhaustive and the council retains the right to decline sponsorship from any organisation or individual or in respect of particular products which the council in its sole discretion considers inappropriate or which conflicts with the council's impartiality or neutrality.

3.5 All sponsorship and advertising material must be:

- Legal, decent, honest and truthful;
- Created with a sense of responsibility to consumers and to the public;
- In line with the principles of fair competition;

3.6 Acceptance of advertising or sponsorship does not imply endorsement of products and service by Malvern Hills District Council. In order to make this clear the following disclaimer will apply to all advertising and sponsorship.

"Whilst every effort has been made to ensure the accuracy of advertisements contained in the publication, Malvern Hills District Council cannot accept any liability for errors and omissions. Malvern Hills District Council cannot accept any responsibility for claims made by advertisers and their inclusion in (name of publication) should not be taken as an endorsement by Malvern Hills District Council".

3.6 We will agree with the sponsor the nature and content of the publicity and will retain the right to approve all advertising material and to remove any material which has not received such approval.

3.7 We have a strong corporate identity and materials must not detract from this.

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3.8 We will at all times comply with our procurement policy and procedures and may, in accordance with those procedures, advertise a sponsorship opportunity to potential sponsors or agents via our website: www.malvern hills.gov.uk/procurement/

4 Procedures

Before seeking sponsorship, council officers must consider this policy document and follow the guidelines provided. All sponsorship bids shall be approved by: the appropriate Head of Service and relevant Portfolio Holder.

Sponsorship agreements must be referred to Legal Services for review prior to signing. It is recommended that all potential sponsors are referred to this policy.

Sponsorship and advertising proposals must be referred to the council's Planning Department for appropriate consultation and approvals.

Before agreeing to any sponsorship opportunity, all financial costs must be identified including the sponsorship equivalent value of any sponsorship in kind.