



MACCLESFIELD TOWN COUNCIL

SPONSORSHIP POLICY



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Introduction

This policy and procedure sets out the way in which the Town Council will deal with request to provide sponsorship and how the Town Council will go about seeking sponsorship for activities, events and equipment

In the context of this policy, sponsorship is a contribution, financial or in kind, to the costs involved in a project or activity in return for advertising.

Sponsorship

The Town Council welcomes proposals from individuals, businesses, organisation's, and community groups wishing to sponsor a Town Council project, activity, event, asset, or service. The Town Council may periodically also seek sponsorship opportunities proactively where this supports the delivery of Council projects, activities, events, or services. This will be available on the website

The Town Council will endeavour, where possible and appropriate, to work in partnership with local businesses to identify opportunities for sponsorship that will be of mutual benefit.

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

Sponsorship agreements must not be regarded by any business as a means of gaining favourable terms from the Town Council in relation to any of the Town Council's functions or activities. Sponsorship of an event by a business, will in no way affect or influence any current or future tenders, procurement opportunities or grants.

Any sponsorship arrangement must not imply that the Town Council endorses the sponsor's products, services, or activities

The Town Council reserves the right to terminate or decline a sponsorship arrangement where the sponsor's activities, conduct, or reputation could reasonably be considered detrimental to the Council's interests or reputation

The Town Council will only seek to enter into sponsorship agreements with businesses whose values, practices and products are not in conflict with any agreed Town Council policy, procedure or viewpoint. Town Council decisions are final.

The Town Council reserves the right to refuse any offer of sponsorship.

The Town Council will maintain a list of all sponsorship agreements.



Procedures

Requests to Provide Sponsorship for a Town Council Project or Activity

Interested parties should submit a written proposal to the Town Council outlining the nature of the sponsorship, the proposed level of support, any sponsorship benefits sought, and the intended duration of the arrangement. Proposals will be considered in accordance with this policy and the Council reserves the right to accept or decline any sponsorship proposal.

Council Officers will then liaise with potential sponsors to further establish the relevant information e.g. the nature of the sponsorship, location(s), proposed duration of the agreement, proposed amount of sponsorship.

The sponsor will be responsible for providing all required artwork, logos, and branding materials in the format and specification requested by the Town Council. Final approval of all designs and materials rests solely with the Town Council, and no materials may be produced, installed, or displayed without written approval.

Sponsorship agreements shall be documented in writing and shall specify the duration of the sponsorship, the obligations of each party, and any arrangements relating to renewal or termination.



Examples of Potential Sponsorship Opportunities

£100

This could cover the cost of vouchers, which could be used as prizes for competitions or part of 'Random Act of Kindness'

£200

Free fruit for kids at Do Something Summer

Gifts for Santa's Grotto

£350

This could cover the cost of an entertainer at one of the MTC events

£500

Pay towards ArtSpace at one of the MTC events

£600

Sponsor for the face painter. The sponsor could choose the event which would have a face painter

Sponsor the fairground rides at an event

£1500 approx

Free Bus Days

Sponsor the stage at Christmas.

One Wednesday at Do Something Summer