



PERTH AND KINROSS COUNCIL

Sponsorship and Advertising Policy

This document details the scope, principles and agreements for the Council's Sponsorship and Advertising Policy.

1. INTRODUCTION

- 1.1 The Council encourages the involvement of the private and voluntary sectors in the sponsorship of and advertising on Council assets, events or activities wherever appropriate.
- 1.2 Council sponsorship may involve the Council receiving sponsorship or advertising revenue in the form of income generation, with the intention in all cases being to support the delivery of the Council's public services.
- 1.3 Sponsorship can be advantageous for all parties, however, the Council must ensure all sponsorship and advertising agreements do not compromise or question the integrity of the Council's operations, or be associated with products /services which are inconsistent with the values or objectives of the organisation, with regard to the nature of the sponsor.

2. DEFINITION/SCOPE

- 2.1 "Sponsorship" can be defined as "a business relationship of mutual benefit involving the transference of funds, resources or services from the sponsor to the sponsored party in return for an association which is to the mutual satisfaction of both parties". To sponsor something is to support an asset, event, activity, person, or organisation financially or by providing products or services. It should be mutually beneficial.
- 2.2 Sponsorship provides the association of a sponsor's name with Council assets, events or activities. It can be particularly attractive in terms of the opportunities for media coverage and as a display of support for public services.

- 2.3 Sponsorship can help make the most of the commercial potential of the Council's tangible and non-tangible assets, allowing more productive use of existing resources and, potentially, generate an income for the Council to help reduce budgetary pressures.
- 2.4 Advertising is a form of communication used to raise awareness, encourage or persuade an audience - viewers, readers or listeners or a specific group of people – to do or believe something.
- 2.5 Advertising messages can take a variety of forms and can be viewed via a variety of traditional and new media (e.g. newspapers, magazines, outdoor advertising, direct mail and websites). A person who consumes advertising is anyone who is likely to receive a given marketing communication, whether in the course of business or not.

3. PRINCIPLES

- 3.1 The Council will adhere to the following principles when making decisions on commercial sponsorship and advertising arrangements.
- 3.2 The Council needs to ensure that the offering of different pricing strategies or discounts does not constitute financial aid.
- 3.3 The Council will seek legal, planning or other professional advice where necessary, from the Head of Legal and Governance Services and/or the Development Quality Manager.
- 3.4 Sponsorship and advertising agreements must include a statement that the Council's functions will continue to be carried out fully and impartially, notwithstanding the existence of a sponsorship arrangement.
- 3.5 The agreement will include a statement to the effect that any attempted influence of the Council's regulatory functions will result in an automatic review and/or termination of the sponsorship agreement.
- 3.6 The reputation and credibility of the Council must not be damaged by making agreements with unsuitable third parties and the form of sponsorship or advertising must be consistent with the stated objectives of the Council.
- 3.7 Agreements can be terminated by Perth & Kinross Council if conditions of this policy are not met.
- 3.8 Agreements are formed with regard to public accountability and transparency with clear statements of objectives and benefits achieved.

- 3.9 The Council will not permit any sponsorship or advertising that represents a conflict of interest or is likely to cause serious or widespread offence. There should be no real or apparent conflict between the objectives and community goals of the Council and those of the sponsor. Particular care will be taken to avoid causing offence on the grounds of race, age, religion, sex, sexual orientation or disability. Content that is not permitted for advertising or sponsorship includes, but is not limited to, content that contains, infers or suggests any of the following:
- advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues;
 - disparagement or promotion of any person or class of persons;
 - promotion or incitement of illegal, violent or socially undesirable acts;
 - promotion or availability of tobacco products, weapons, gambling or illegal drugs;
 - advertising of financial organisations and loan advancers with punitive interest rates;
 - promotion or availability of adult or sexually orientated entertainment materials;
 - advertising that infringes on any trademark, copyright or patent rights of another company;
 - claims or representations in violation of advertising or consumer protection laws.
- 3.10 Each sponsorship and advertising proposal must be subject to a risk assessment by Perth & Kinross Council. This includes assessing:
- that the sponsorship and advertising benefits for the third party do not outweigh the level of sponsorship, meaning there should be financial reward for the Council.
 - that the type or form of sponsorship or advertising is not inconsistent with the objectives or values of the Council;
 - that any sponsorship or advertising proposal does not anticipate explicit endorsement of the sponsor or sponsor's products, as this form of proposal is not acceptable to the Council;
 - no conflict of interest arises from the sponsorship or advertising;
 - the Council has the capacity to provide adequate resources, assets and facilities to fulfil the terms of the proposed agreement;
 - Whether the sponsor has a current planning application or planning matter before the Council may cause a conflict of interest;
 - The Council should not accept sponsorship or advertising from parties subject to or likely to be subject to a dispute with the Council's regulation or planning services, companies or organisations that are in direct competition for the Council's services or who owe the Council a debt.
- 3.11 If the risk assessment concludes that the risks are unacceptably high, or the Council is receiving minimal value from the proposal, the Council should discontinue consideration of the proposal at this stage.

- 3.12 The reasons for accepting sponsorship and advertising or offers of a partnership with an agency must be openly clarified by the Council. The agreement of sponsorship must clearly provide suitable provisions to deal with issues, which could include termination or suspension of the sponsorship agreement until the matter is resolved.
- 3.13 It is expected that any individual or organisation entering into, or already in, a sponsorship or advertising agreement with the Council will disclose whether there is a current planning application or planning matter relating to them, or if the individual or organisation is involved in any current dispute with the Council.

4. PUBLIC ACCOUNTABILITY/REPORTING

- 4.1 The Council is committed to principles of open government and of public accountability, transparency and accessibility. To meet these objectives, the Council agrees that:
- Sponsorship and advertising agreements must be in the form of written agreement;
 - the Council's Sponsorship and Advertising Policy is publicly available and listed on the Council's website;
 - a public register of sponsorship and advertising agreements is maintained by the Council.

5. MARKETING AND MEDIA RELATIONS

- 5.1 The Council's communications team must be notified from the outset of all sponsorship agreements to be entered into by the Council.
- 5.2 Media relations for all sponsorship and advertising agreements (e.g. announcements of sponsorship arrangements) are undertaken on behalf of the Council by the Council's communications teams, unless otherwise agreed.
- 5.3 All media information produced by the sponsor in relation to the sponsorship must be approved by the Council's Communications teams before circulation.
- 5.4 The use of sponsors' logos and other branding must not interfere or conflict with the Council's own corporate identity, unless otherwise agreed.
- 5.5 The use of the Council's corporate identity on any sponsor's publicity must be approved by the Council's Communications teams.

6. DISCLAIMER

- 6.1 Acceptance of advertising or sponsorship does not imply any endorsement of the sponsor's products or services by the Council.

7. CONFLICT OF INTEREST

- 7.1 Council officers and elected members 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 member will take no part in the consideration of sponsorship with that particular organisation.

8. POLICY REVIEW

- 8.1 This policy will be subject to an annual review.

