BRACKLEY TOWN COUNCIL

Corporate Sponsorship Policy

T 01280 702 441
E office@brackleynorthants-tc.gov.uk
W www.brackleynorthants-tc.gov.uk

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20 HIGH STREET, BRACKLEY, NORTHAMPTONSHIRE, NN13 7DS

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1 Introduction

Corporate sponsorship can provide mutual benefits for Brackley Town Council, local residents, and sponsoring organisations.

The Council does not currently rely on sponsorship income to fund its services or events and therefore will not actively seek additional sponsorship arrangements. Existing event-specific sponsorship agreements may continue and new ones considered where there is a clear public benefit and an appropriate written agreement approved by the Council.

All sponsorship arrangements must protect the Council's independence, integrity, and reputation and must not create any actual or perceived conflict of interest.

2 Objectives of this policy

This policy defines the Council's approach to sponsorship and establishes the principles and procedures for considering, accepting, and managing sponsorship arrangements.

The policy aims to:

- Provide a clear framework for assessing sponsorship proposals.
- Ensure transparency, accountability, and good financial management.
- Protect the Council's reputation and independence.
- Avoid conflicts of interest or perceptions of inappropriate influence.
- Promote a consistent approach to sponsorship across the Council.

3 Sponsorship Principles

3.1 General Principles

- Consider sponsorship only where there is a clear benefit to the community and alignment with the Council's values.
- Maintain impartiality and independence in all decision-making.
- Ensure no sponsorship arrangement influences, or appears to influence, the Council's statutory duties, services, procurement processes, or decisions.
- Limit administrative burdens by favouring a small number of significant arrangements over numerous minor sponsorship agreements.
- Accepting sponsorship does not give a sponsor any special rights, influence or advantage when dealing with the Council. All council decisions, including contracts, grants, leases and other services will be made fairly and independently.

3.2 Restrictions

Organisations that will not be considered or approved for sponsorship opportunities include, but are not limited to, those which represent a conflict of interest or are connected directly or indirectly with the following, or meet any of the following conditions:

- advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues
- those found guilty of illegal or improper conduct by any other legal authority
- political parties and organisations whose primary purpose is political campaigning or lobbying.
- disparagement or promotion of any person or class of persons, organisations involved in unlawful discrimination against people with one or more protected characteristics within the terms of the Equality Act 2010
- promotion or incitement of illegal, violent or socially undesirable acts
- promotion or availability of tobacco products, weapons, gambling or illegal drugs
- financial organisations and loan advancers with punitive interest rates
- promotion or availability of adult or sexually orientated entertainment materials
- an infringement on any trademark, copyright or patent rights of another company.

The above list is not exhaustive, and the Council retains the right to decline to enter into sponsorship agreements with any organisation or individual that the Council in its sole discretion considers inappropriate for whatever reason.

3.3 Sponsorship Benefits

Any recognition provided to a sponsor will be agreed in advance and may include acknowledgement, publicity, or advertising associated with a specific event or activity.

3.4 Branding guidelines and content control

- The Council will retain full control over the nature, content, and presentation of all sponsorship-related publicity and promotional material.
- Sponsor branding must be proportionate and not dominate event materials.
- Council logo and identity must remain primary.
- All promotional materials require prior approval by the Council

3.5 Withdrawal of Sponsorship

The Council reserves the right to withdraw sponsorship recognition or terminate an

agreement without compensation if a sponsor's conduct, reputation, or activities become inconsistent with this policy.

3.6 Procurement

All sponsorship arrangements must comply with the Council's procurement policies and procedures.

4 Sponsorship Approval Process

4.1 Applications

All sponsorship proposals must be submitted in writing and include:

- Details of the proposed sponsorship or support
- The value of any financial contribution, donation, or gift in kind
- Any recognition, publicity, or benefits sought by the sponsor

4.2 Assessment

Council officers will assess proposals against this policy and determine whether they are suitable for consideration. The Council officers will conduct due diligence on all sponsors and may consider:

- Financial viability
- Regulatory compliance
- Public reputation
- Previous legal or enforcement action
- Compatibility with Council values

Any concerns will be escalated to Full Council for decision-making.

4.3 Approval

The Town Clerk may approve sponsorship and donations in kind up to a value of £500, subject to compliance with this policy. Sponsorships exceeding £500 shall require approval by Full Council.

4.4 Sponsorship Register

The Town Clerk will maintain a Sponsorship Register recording:

- Sponsorship agreements

- Gifts in kind including goods, services, facilities, expertise or other non-cash support
- Sponsorship values
- Sponsorship durations

4.5 Financial Transparency

All sponsorship funds must be recorded in the Council's financial system and reported in quarterly finance updates. Annual summaries will be published for public transparency.

Any councillor or officer with a personal, financial or other significant interest in a prospective sponsor must declare that interest and take no part in the assessment or determination of the sponsorship proposal.

Commercially sensitive information may be withheld from public disclosure where appropriate.

4.6 Agreements

All approved sponsorship arrangements must be documented in writing and include:

- The parties involved
- The sponsorship value or contribution
- The agreed recognition or benefits
- The duration of the arrangement
- Termination provisions

Sponsors will be provided with a copy of this policy and required to confirm their acceptance of its terms.

5 Disclaimer

Acceptance of sponsorship by Brackley Town Council does not constitute endorsement of a sponsor, its products, services, or affiliates.

The Council accepts no responsibility for the content, quality, accuracy, or reliability of any products, services, or information provided by a sponsor.

The Council may terminate any sponsorship arrangement where the requirements of this policy are no longer met or where the sponsor's reputation or conduct may adversely affect the Council.