

## Sponsorship Guidelines

Whether sponsorship initiatives are sought by MVDC or offered voluntarily by sponsors, officers must always satisfy their Executive Head or the Chief Executive (as appropriate) that the proposed sponsorship opportunity offers value for money to MVDC and its community and does not place MVDC in a position which is likely to:

- compromise MVDC's integrity vision, values or priorities;
- fetter its future decision-making powers in any way or the way in which any services are delivered to the public or to the sponsor in the future;
- be seen as detrimental to MVDC's image; or
- be viewed as product endorsement.

All sponsorship initiatives will be considered on a case-by-case basis.

MVDC cannot accept offers of sponsorship from any organisation that is in financial or legal dispute with MVDC and MVDC will show caution when accepting sponsorship where the organisation is:

- involved in a planning application or is promoting development in its district;
- participating in a tender for MVDC; or
- engaged in activities contrary to the MVDC's strategy

This is not to be interpreted as preventing sponsorship from MVDC's regular suppliers, partners or contractors.

If an organisation offers financial support, MVDC will seek to be clear about the organisation's expectations. Consideration will need to be given as to the use of either parties' logos/co-branding. It may be appropriate to record the sponsorship in a written sponsorship agreement (please speak to Legal Services).

The acceptance of sponsorship shall be recorded by the relevant Business Manager and monitored. SLT will review the acceptance of sponsorship and these guidelines in 12 months' time.

1 December 2019