



## Keynsham Town Council Sponsorship Protocol

Keynsham Town Council (the Council) acknowledges the current challenging financial environment and as a result is committed to supplying value for money to our residents by expanding income opportunities that increase the value of our assets and support the delivery of our services.

This document sets out the definition of “sponsorship” and the terms upon which sponsorship may be both sought and accepted by the Council.

### 1. Definition

For the purposes of this Protocol, sponsorship is defined as “an agreement between the Council and the sponsor, where the Council receives either money or a benefit in kind in support of an event, activity, campaign, facility, asset or initiative from an organisation or individual which in turn gains publicity or other benefits”. Excludes advertising in publications where companies have paid for the adverts.

### 2. Objectives

- 2.1 To ensure that the Council maximises opportunities to obtain commercial sponsorship for appropriate events, activities, campaigns, facilities, assets or initiatives including digital sponsorship whilst also offering sponsors attractive packages; providing value for money for both parties.
- 2.2 To ensure that the Councils position and reputation are adequately protected in sponsorship agreements.
- 2.3 To ensure that the Council adopts a consistent and professional approach towards sponsorship.
- 2.4 To ensure best value is obtained and provided in sponsorship arrangements.
- 2.5 To protect Councillors and staff from allegations of inappropriate dealings or relationships with sponsoring organisations or individuals.

### 3. General Principles

- 3.1 The Council will actively seek opportunities to work with local, regional, national and international organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with Council’s Strategic Plan.

It is important to note that the Council has declared a climate emergency and we will seek to enter into sponsorship agreements with organisations that will work with the Council to implement best practice sustainable measures.

- 3.2 The Council will welcome all opportunities to work in such partnerships. It will not, however, put itself 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 staff in carrying out its statutory functions
  - been entered into in order to gain favourable terms from the Council in any business or other agreement
  - aligned the Council with any organisation which conducted itself in a manner which conflicted with the Council's Vision and/or Values.
- 3.3 The Council will retain sole discretion to decline sponsorship from any organisation or individual or in respect of particular products that is considered inappropriate, offensive or is incompatible with the Councils' priorities.
- 3.4 Consideration for sponsorship will generally take the form of an opportunity for publicity and advertising, therefore raising the profile of the sponsor. The Council will agree with the sponsor the nature and content of the publicity and will retain the right to approve all advertising material. The Council has a strong corporate identity (branding) and materials must not detract from Council's branding.
- 3.5 The Council will at all times comply with its Financial Regulations. New, innovative sponsorship proposals or those where there is only one possible supplier due to the type and circumstances of the opportunity may be given a contract for a period of up to two years at which point the Council may consider testing the market to gain best value.
- 3.6 All sponsors will operate within such legislation as the Sex Discrimination Act, Race Relations Act, Disability Discrimination Act and Equality Act.
- 3.7 The Council will refuse applications from companies, organisations and individuals who are in dispute or have been in dispute with the Council or where there is pending/active legal action. We will also not accept advertising or sponsorship from companies who are in contract negotiation with the Council where this may be viewed as an endorsement of this bid.
- 3.8 The Council provides opportunities for digital and physical advertising (via notice boards). These do not form part of this Protocol (information on these can be obtained from the Council's website [www.Keynsham-tc.gov.uk](http://www.Keynsham-tc.gov.uk))

#### **4. Procedures**

- 4.1 Details of sponsorship opportunities will be available via the Council's website.
- 4.2 Before seeking sponsorship, the organisation applying and Council staff must consider and follow this protocol.

- 4.3 The Council will maintain a contract register on the Council website. It is the responsibility of the Council staff to ensure that the Council's receives a copy of the completed agreement for publishing on this register.
- 4.4 Sponsorship bids and the associated undertakings shall be approved by the Finance and Governance Committee.
- 4.5 Sponsorship agreements must where appropriate include exit / termination clauses.
- 4.6 It is recommended that all potential sponsors are referred to this Protocol.

## **5. Financial Procedures**

- 5.1 Payment should be made in full prior to the commencement of the agreed sponsorship activities. Phased payments can be determined depending on the nature of the sponsorship package, value and length of the agreement. In this case, the first payment is to be of a higher proportionate amount.
- 5.2 It is the responsibility of the Town Clerk to follow the respective Council's Financial Regulations. Should sponsorship be received in terms of goods or equipment, the agreement for such is also to be included on the contracts register. In all instances where individual items are to be retained in Council ownership it is to be declared to the Town Clerk so that it may be included in the Council's asset register.
- 5.3 The Financial and Governance Committee will undertake an annual evaluation and review of Sponsorship arrangements or as appropriate.

## **6. Marketing and media relations**

- 6.1 Media relations for all sponsorship agreements will be undertaken by the Council's Events and Community Liaison Officer unless otherwise agreed and in line with Council's relevant policies, strategies and procedures.
- 6.2 All media and publicity produced by the sponsor must be approved by the Town Clerk before circulation.
- 6.3 The use of sponsors' logos and other branding must not interfere or conflict with Council's branding.
- 6.4 The use of the Council's branding on any sponsors' publicity must be discussed with and approved by the Town Clerk.

## **7. Disclaimer**

- 7.1 Acceptance of advertising or sponsorship does not imply endorsement of products or services by the Council.
- 7.2 Any sponsorship accepted by the Council must not breach any contract, or infringe or violate any copyright, trademark or any other personal or proprietary right of any person or render the Council liable to prosecution or civil proceedings. The sponsor must fully and effectually indemnify the Council from and against all claims, costs or demands arising from the sponsor's activities.

## 8. Conflict of Interest

- 8.1 Council staff and Councillors are required to declare in advance if they have any personal interests, involvement or conflicts of interest with any potential sponsors. In the event of a conflict of interest, they will take no part in the consideration of sponsorship with that particular organisation.

### Amendment History

Paragraph	Detail	Committee or Town Council	Approval date
Original Adopted		Town Council	21 <sup>st</sup> April 2026
Review of original		Finance & Policy Committee	April 2027
		Town Council	April 2027



19/05/26



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