

Is the final decision on the recommendations in this report to be made at this meeting?

Yes

Sponsorship and Advertising Policy

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|---------------------------------------|--|
| Final Decision-Maker | Heritage, Culture and Leisure Committee |
| Lead Head of Service | Head of Commercial and Economic Development |
| Lead Officer and Report Author | MCL Marketing & Sales Manager, Laura Dickson |
| Classification | Public |
| Wards affected | All |

This report makes the following recommendations to this Committee:

1. To adopt this policy for all MCL sponsorship and advertng propositions

This report relates to the following corporate priorities:

- Keeping Maidstone Borough an attractive place for all –offering sponsorship and advertising to support Maidstone Culture and Leisure budgets and exisiting income targets.

Timetable

| <i>Meeting</i> | <i>Date</i> |
|---|--------------------|
| Committee (Heritage, Leisure and Culture) | 5 July 2016 |
| | |

Sponsorship and Advertising Policy

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 This report proposes a new Sponsorship and Advertising Policy for Maidstone Culture and Leisure (MCL), a business unit within Commercial and Economic Development, that supports the Maidstone Culture and Leisure Business plan

2. INTRODUCTION AND BACKGROUND

- 2.1 Maidstone Culture and Leisure Business Plan 2014-18 includes the following key business objectives :
- To reduce the financial subsidy from MBC year on year and to make MCL as self-financing as possible
 - To use MBC's cultural and leisure assets to provide a sustainable future for them by generating income through appropriate commercial activities.

Advertising and Sponsorship is identified in the MCL Business Plan as a potential source of income generation.

This policy relates to advertising and sponsorship opportunities connected to the councils' assets, services and events and other activities that Maidstone Culture and leisure has responsibly for.

The policy does not include fundraising which is not a commercial business transaction. Fundraising includes applications to grant giving bodies, statutory funds, legacies and donations.

The Sponsorship and Advertising Policy provides a framework that sets the terms upon which sponsorship and advertising may be sought and accepted. It provides guidance as to what is, and what is not, an acceptable form of advertising to the council.

2.2 Sponsorship

The policy provides a definition of sponsorship and how potential sponsorship offer must be assessed against a set of criteria.

The policy addresses conflict of interest, organisations and activities that will not be approved for sponsorship.

An example of a sponsorship offer of a temporary museum exhibition is provided in Appendix IV.

2.3 Advertising

The policy sets out the definition of advertising and identifies those advertising messages that will not be accepted by the council.

The council retains the right to refuse any advertisement that in the council's opinion is inappropriate or conflicts with services already provided by the organisation.

Advertising packages available through MCL are set out in Appendix V.

3. AVAILABLE OPTIONS

- 3.1 Do not approve the policy at Appendix I.
- 3.2 Approve the policy
- 3.3 Approve the policy but with amendments or additional conditions

4. PREFERRED OPTION AND REASONS FOR RECOMMENDATIONS

- 4.1 Officers recommend option 3.2 for the following reasons:

The policy provides a framework that allows officers to determine suitability of sponsors and advertisers.

The policy provides the right to refuse any advertisement or sponsor that the council feels is inappropriate.

The policy gives clarity to prospective clients around the opportunities for sponsorship and advertising with MCL.

5. CONSULTATION RESULTS AND PREVIOUS COMMITTEE FEEDBACK

- 5.1 None

6. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION

- 6.1 If approved officers will work to ensure that potential sponsors and advertisers are aware of the policy and it is included into the terms and conditions.

7. CROSS-CUTTING ISSUES AND IMPLICATIONS

| Issue | Implications | Sign-off |
|-------|--------------|----------|
|-------|--------------|----------|

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|--|--|--|
| Impact on Corporate Priorities | Keeping Maidstone Borough an attractive place for all. Income generated in this way supports the work of the visitor economy, museums and parks and leisure services. | Head of Commercial and Economic Development. |
| Risk Management | | [Head of Service or Manager] |
| Financial | MCL has existing stretch income targets relating to advertising and sponsorship. | [Section 151 Officer & Finance Team] |
| Staffing | None | [Head of Service] |
| Legal | Standard terms and conditions will apply to all contracts entered into. | [Legal Team] |
| Equality Impact Needs Assessment | N/A | [Policy & Information Manager] |
| Environmental/Sustainable Development | N/A | [Head of Service or Manager] |
| Community Safety | N/A | [Head of Service or Manager] |
| Human Rights Act | N/A | [Head of Service or Manager] |
| Procurement | | [Head of Service & Section 151 Officer] |
| Asset Management | N/A | [Head of Service & Manager] |

8. REPORT APPENDICES

The following documents are to be published with this report and form part of the report:

- Appendix I: Sponsorship and Advertising Policy
- Appendix II: Sponsorship flow chart
- Appendix III: Assessment of sponsorship offers

- Appendix IV: Example Museum Temporary Exhibition Sponsorship Opportunity Package
 - Appendix V: MCL Advertising Media Pack
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9. BACKGROUND PAPERS

None