

**MONMOUTH TOWN COUNCIL**  
**SPONSORSHIP POLICY**  
**Version 2, 05/12/2022 F&P**

1. For the purposes of this policy sponsorship is defined as: “an agreement between the Council and the sponsor, where the Council receives either money or a benefit in kind for an event, campaign, or initiative from an organisation or individual which in turn gains publicity or other benefits”

2. Objectives

- To ensure the Council maximises opportunities to obtain commercial sponsorship for appropriate events, campaigns or initiatives whilst also offering sponsors attractive packages offering value for money for both parties.
- To ensure that the Council's position and reputation are adequately protected in sponsorship agreements.
- To ensure that the Council adopts a consistent and professional approach towards sponsorship.
- To ensure best value is obtained and provided in sponsorship arrangements.
- To protect members and officers from allegations of inappropriate dealings or relationships with sponsors.

3. General Principles

- The Council will actively seek opportunities to work with local organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with its strategic priorities and core values.
- The Council welcomes 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 officers in carrying out its statutory functions.
  - Was in order to gain favourable terms from the Council in any business or other.

- Aligned the Council with any organisation which conducted itself in a manner which conflicted with the Council's values.

4. The Council will not, therefore, be able to entertain agreements for sponsorship from:

- Organisations not complying with the code of practice of the Advertising Standards Authority.
- Religious organisations.
- Organisations in financial or legal conflict with the Council.
- Organisations with a political purpose, including pressure groups and trade unions.
- Organisations involved in the production and sale of weaponry including firearms.
- Organisations involved in racial or sexual prejudice or discrimination on the basis of disability.
- Organisations wishing to promote Party Political material.

4.1. The above list is not exhaustive, and the Council retains the right to decline sponsorship from any organisation or individual.

<b>Version No</b>	<b>Date</b>	<b>Author</b>	<b>Approved by</b>	<b>Reason for issue</b>
1	27.01.2020	PH	FC	Written & adopted
2	05.12.2020	PH	F&P	No changes made. Reviewed and adopted F&P 05.12.22