

SPONSORSHIP POLICY

1. Introduction

Crowborough Town Council is looking to offer sponsorship of the following events. Crowfest/Mini Crowfest/ The Christmas Cracker / CTC Fireworks Display. As well as generating revenue to lessen the impact of the cost of these events on Crowborough residents, sponsorship will provide opportunities for local businesses and organisations to promote themselves resulting in growth in the town.

This policy will ensure that Crowborough Town Council adopts a fair and consistent approach to sponsorship of its events.

2. Principles of Sponsorship

2.1 While the council welcomes opportunities to work with partners, it will not put itself in a position where the partnership has, might have, or maybe thought to have

- a) Influenced the council in carrying out its statutory functions
- b) Gain favourable terms with the council in any business or other agreements
- c) Aligned the council with an organisation that conducts itself in a manner that conflicts with the council's values

2.2 The council will not agree to sponsorship from the following:

- a) Religious Organisations
- b) Organisations in financial or legal conflict with the Council
- c) Organisations with a political purpose
- d) Organisations involved in racial, sexual prejudice or discrimination.

2.3 The above list is not exhaustive, and the council retains the right to decline sponsorship from any organisation or individual or in respect of particular products which the council considers inappropriate

3. Procedures

3.1 Businesses and organisations are offered the opportunity to sponsor the whole event, or an aspect of it. Full sponsorship opportunities are outlined in **Appendix A** of this policy.

3.2 Details of sponsorship opportunities will be available on the council's website and through its' social media channels.

3.3 Applications must be made in the first instance via the sponsorship application form and submitted to the Town Council by the following deadlines.

- a) Mini Crowfest/Crowfest – 31st January.
- b) Fireworks Display – 31st July.
- c) Christmas Cracker – 31st July.

3.4 Applications for sponsorship will be considered by the Communications and Events Committee

3.5 An agreement of terms and conditions must be signed by both parties before commencement of sponsorship.

3.6 Immediate payment is required on notification of acceptance of sponsorship. No promotional material will be accepted until payment is received.

3.7 Any tenders, past and current, must be declared when applying to sponsor a CTC event and any CTC sponsorship must be declared on tender applications.

3.8 Sponsorship revenues received will not offset expenditure in the year of receipt but will be ring fenced to seed fund future events.

4. Cancellation

4.1 In the unlikely event of the cancellation of an event due to circumstances that are out of the council's control, the following refunds will be made:

Crowfest/Mini Crowfest – 60% of the sum invoiced

Firework display - 75% of the sum invoiced

Christmas Cracker – 75% of the sum invoiced

5. Conflict of Interests

5.1 Members 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, that member will take no part in the consideration of sponsorship with that particular organisation or business.

6. Disclaimer

6.1 Any sponsorship accepted does not imply endorsement of organisations, businesses, products, or services by Crowborough Town Council.

6.2 Any sponsorship accepted 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.

6.3 Crowborough Town council cannot accept any liability for errors or omissions contained in any material provided by a sponsor.