The Sponsorship Policy details the issues that Local Government NSW (LGNSW) staff may need to consider in assessing requests for LGNSW to sponsor other organisations' projects (outbound sponsorship) and what is commercially viable and acceptable for sponsorship of LGNSW events (inbound sponsorship).

About LGNSW
LGNSW is the peak organisation that represents the interests of NSW general purpose councils, associate members including special purpose councils, and the NSW Aboriginal Land Council.

LGNSW aims to strengthen and protect an effective, democratic system of local government across NSW by supporting and advocating on behalf of members and delivering a range of relevant, quality services.

LGNSW has an annual conference where members are able to vote on issues affecting local government. Local councils in NSW provide services and facilities to their local communities. They range in size, population, structure and in the services they provide. A council can be made up of a group of suburbs, a town or a rural area. Councils operate within the legislative framework laid down by the state government. Their powers and responsibilities derive mainly from the Local Government Act 1993 however there are many other acts and regulations that affect the way in which councils operate.

LGNSW is headed by an elected Executive Board which is chaired by a President.

LGNSW is a private association and not a government department. LGNSW reserves the right to refuse any approach for sponsorship.

The Advocacy Division of LGNSW manages the sponsorship policy.

Definition of sponsorship
Sponsorship, among other things, may be the provision of cash or other goods or services in return for access to the exploitable potential associated with an event, organisation or individual.

Purpose of sponsorship for LGNSW (inbound)
Sponsorships are to be used to achieve the marketing objectives of the sponsoring company and of LGNSW.

Sponsorship is a commercial arrangement. Sponsorship is not a goodwill gesture nor is it to be classified as a donation, hospitality, philanthropy or a grant.

Sponsorship of an LGNSW event or activity does not involve explicit endorsement of the sponsor or the sponsor’s products.

Sponsors target market (inbound)
Staff, councillors and mayors of all NSW councils and LGNSW staff.

More broadly, it is expected that this will include all NSW public communities that come in contact with councils.
Compliance with LGNSW corporate objectives for gaining sponsorship (inbound)
LGNSW arranges annual and special conferences for its member councils and seeks to achieve full cost recovery for conferences.

LGNSW seeks to build awareness of new policy, product and service areas. It does so by being proactive in providing this information to councils, other spheres of government and stakeholders in relation to local government’s roles, responsibilities, positions and policies through the following projects such as: LGNSW Tourism Conference, Good Governance Forum, Local Government Human Resources Conference, Local Government Week Awards including RH Dougherty Awards, LGNSW Water Management Conference, and Local Government Excellence in Environment Awards.

Sponsorship is a vital income stream to achieve the delivery of these projects and in some situations, may be done with the assistance of a program content partner.

Exclusive and elite sponsorships and other arrangements (inbound)
As an organisation, LGNSW may elect to have exclusive sponsorship with other organisations in return for a higher level of visibility and a higher sponsorship fee. In these situations, LGNSW will refuse to accept other sponsors in the same field or industry.

Exclusive and elite sponsorships will be negotiated directly with organisations and unless stated in the sponsorship agreement, exclusivity is not an assumption of a long-term sponsorship relationship.

Exclusions to sponsorship (inbound and outbound)
Any organisation that has the potential to involve LGNSW in controversial issues, or expose LGNSW to adverse criticism will not be considered for sponsorship or as a sponsor. LGNSW represents the interests of NSW councils and their communities and has a responsible social and community outlook. Any sponsorship that could compromise or be seen to compromise LGNSW’s ability to exercise its role impartially on behalf of its member councils or could diminish the public’s confidence in LGNSW will be deemed as not suitable.

Organisations that conflict with the objectives and mission statement of LGNSW may include (but are not limited to):
- those in direct competition with services provided by LGNSW to councils eg training, industrial relations, and employment services.
- alcohol companies
- casinos or gambling institutions
- sexual or gender organisations
- political organisations
- tobacco companies

Sponsors (inbound) have included:
- Environment Protection Agency (EPA)
- Fairfax – The Sydney Morning Herald and MyCareer
- Destination NSW (DNSW)
- NSW Office of Environment and Heritage
- Regional Express Airlines (REX)
- Local Government Procurement
- Local Government Super
- StateCover Mutual
- Maddocks
- Marsdens Law Group
- NSW Rugby League
- Caravan and Camping Industry Association
- Leonards Advertising
Approval Process
All sponsorship arrangements will be approved by either the Chief Executive, Director Advocacy or Manager Events and Protocol.

Enquiries should be in a written format (or email) for attention to Teresa Anderson, Events Sponsorship Officer, to Anita.Roditis@lgnsw.org.au (or sponsorship@lgnsw.org.au) who will assess the company’s interests, which events they may wish to sponsor and gain all details. The events team forward company details to relevant policy staff for assessment of any conflict of interest. If approved, a specific proposal will be sent and on acceptance an agreement is issued to be signed and invoiced. For sponsorship generally over $50,000, the Chief Executive of LGNSW and or President would sign the contract with the corresponding CEO of the sponsoring company. This will be negotiated with the sponsor at the time.

Sponsorship agreements are a legal document
LGNSW will provide a written, binding sponsorship agreement for each sponsor which will outline specific events involving the sponsor and their associated benefits.

Identify scope – whole or part of organisation
LGNSW represents the state of NSW only. Where sponsorship is sought on a national basis, externals companies may wish to deal with other individual state local government associations or the Australian Local Government Association. Most LGNSW events are managed solely by the events team, however there are events managed directly by other LGNSW departments.

LGNSW events
Annual Conference: This is the equivalent of the Annual General Meeting of the Association where participating councils debate issues and form policy that will govern the work of LGNSW in the following year. The resolutions from these conferences are lobbied by LGNSW on behalf of councils to state and federal governments, community or other organisations. In part, the conference also seeks to provide a changing program of key issues for discussion.

Water Conference and Tourism Conference: Sponsorship is coordinated mostly by the LGNSW events team with input from the co-host council.

Awards Events: Local Government Week and the RH Dougherty Awards are coordinated by the LGNSW events team, as is the sponsorship for this event.

The LGNSW Excellence in Environment Awards are coordinated by the LGNSW events team under the auspices of the strategy management for environment.

Human Resources Conference: Sponsorship is coordinated by the LGNSW events team. In some years, this event is a national event rather than a state event and sponsorship will be organised with the relevant national body.

Other events may be created according to needs and rising issues.

Delivery of sponsorship benefits and management of relationships
Where companies intend to sponsor more than one event over a number of years, a sponsorship agreement will be created and the payment, invoicing and delivery of benefits will be overseen by LGNSW.

Relevant LGNSW staff are:
- Donna Rygate, Chief Executive
- Kylie Yates, Director Advocacy
- Meg Fisher, Manager Events and Protocol
- Anita Roditis, Events Sponsorship Officer