



Place Management NSW Sponsorship Policy

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1. Policy Statement

Place Management NSW (PMNSW) actively seeks and grants sponsorships through a commercial arrangement in which the sponsor provides a contribution in money and/or value-in-kind in return for specified benefits delivered by the sponsored organisation.

As a Sponsorship Seeker

PMNSW seeks sponsorships from external organisations to enhance or extend current events and programs, or reduce the cost of them or develop new ones, and to develop relationships with commercial partners which leverage PMNSW's event and activation initiatives and strengthen their impact.

As a Sponsor

PMNSW grants sponsorships to support a diverse range of activities, programs and organisations which contribute to the delivery of one or more of PMNSW's strategic corporate objectives. All sponsorships granted by PMNSW must deliver strong corporate recognition of PMNSW or its precincts.

1.1 Objectives

This policy sets a framework for PMNSW to secure, manage and review sponsorships for its events, as well as grant sponsorships to external organisations. It aims to ensure that sponsorships are secured and delivered in accordance with the terms of Government sector-wide guidelines as outlined in the Independent Commission Against Corruption's (ICAC) Sponsorship in the Public Sector (<http://www.icac.nsw.gov.au/documents/preventing-corruption/cp-publications-guidelines/1289-sponsorship-in-the-public-sector/file>), as well as complying with the Department of Finance, Services and Innovation's (DFSI) Statement of Business Ethics (<https://www.finance.nsw.gov.au/about-us/business-ethics>) and Code of Ethics and Conduct (<https://www.finance.nsw.gov.au/sites/default/files/DP0019.pdf>) and relevant departmental policies and procedures.

1.2 Scope

The policy applies to all Board members, executives and staff who contribute to receipt and grant of sponsorships whether within a PMNSW precinct or otherwise.

The policy applies for all sponsorship including corporate sponsorship of any conferences. This policy must be considered when assessing the benefits of both incoming and outgoing sponsorship. This applies to all PMNSW employees and any external entity / event / activity seeking sponsorship by PMNSW.

1.3 Ethical Conduct

All activities must be conducted in an ethical and transparent manner and comply with the values and principles in the Code of Ethics and Conduct.

Staff (including employees and contractors) will ensure they are not, nor are perceived to be, in a conflict of interest with any sponsor. Those staff who have, or may be perceived to have, a vested interest in the outcome of a sponsorship decision should disclose any conflict to their manager and discuss whether they should exclude themselves from any role in the decision connected to the sponsorship.

2. Policy Components

2.1 Responsibilities

Each of the following parties has specific assigned responsibilities under this policy:

- Chief Executive Officer
- Senior Manager, Partnerships and Venues
- All staff involved in dealing with sponsorship matters

2.1.1 Chief Executive Officer

The Chief Executive Officer is responsible for managing the area of the policy relating to the granting of sponsorship.

2.1.2 Senior Manager, Partnerships and Venues

The Senior Manager, Partnerships and Venues is responsible for managing the area of the policy relating to seeking sponsorships.

2.1.3 All staff

All staff dealing with sponsorship matters must implement this policy

3. Sponsorship Policy

3.1 Sponsorship Criteria

3.1.1 As a Sponsorship Seeker

PMNSW seeks sponsorships that add value to, and enhance the visitor experience and add relevant content and activation to PMNSW precincts.

PMNSW will apply objective criteria to determine whether a product will be accepted, including:

- the commercial value of the product offering value-for-money at least equivalent to the value of the benefit/s being offered to the sponsor. PMNSW will not accept a sponsor's product as part of a sponsorship simply because it is offered free of charge.
- whether PMNSW would consider procuring the product if it were not being offered as part of a sponsorship
- the product being of a type and quality that PMNSW requires
- brand fit in line with the brand attributes of The Rocks and / or Darling Harbour or other precincts under the management of PMNSW
- offset event production costs to achieve budget relief.

3.1.2 As a Sponsor

PMNSW considers the following criteria when granting sponsorships to activities, programs and organisations which:

- contributes to Property NSW's vision to deliver property solutions and great places for the people of NSW
- supports PMNSW and the Partnerships, Activation and Customer Experience (PACE) team objectives of respectively creating extraordinary places and enabling exceptional experiences
- delivers content which activates PMNSW's precincts in line with corporate objectives
- provides strong corporate recognition for PMNSW and/or its precincts

- Has a brand fit with The Rocks and / or Darling Harbour and other PMNSW managed precincts directly benefit the community
- have official not-for-profit status
- promote an understanding by PMNSW's stakeholders of the contribution made by PMNSW to events, activation, entertainment and projects in The Rocks/ Darling Harbour and other PMNSW managed precincts, and to urban regeneration
- have a positive economic impact for PMNSW managed precincts
- provide business development and marketing opportunities for PMNSW and its stakeholders
- are of local, state or national significance as determined by PMNSW.

The strategic business objectives to be met through the granting of a sponsorship should be clearly defined in accordance with these criteria.

3.1.3 Ineligibility

The corporate values of all sponsors and organisations sponsored by PMNSW must align with those of PMNSW and not compromise PMNSW's reputation, public image or probity.

PMNSW will not accept sponsorships from or grant sponsorship to organisations that:

- conflict with PMNSW's values and strategic goals or those of the NSW Government; for example - those that are aligned with religious or political groups, tobacco or illegal substances, sexually explicit products or any products or messages which may bring PMNSW into disrepute
- conflict with existing corporate partnerships agreements or arrangements (eg competitors to sponsors/licensing partners with industry exclusivity)
- would limit or appear to limit PMNSW in carrying out its functions by imposed or implied conditions from another organisation

PMNSW reserves the right to refuse an application for sponsorship from any party.

3.2 Sponsorship Benefits

3.2.1 Benefits for Sponsorships Sought

PMNSW may seek varying cash sponsorship tiers and value-in-kind sponsorships at different levels of investment. The benefits delivered at each tier are based on a standard matrix developed for each event and/or activation and should be tailored to sponsor needs within each tier. In addition, bundled tailor-made packages may also be developed and include a number of PMNSW events / activations. There are various sponsorship opportunities available including:

1. Cash and value-in-kind sponsorship categories include:
 - a. Presenting Partner – premium level, one opportunity available for the largest events
 - b. Major Sponsor – 2-4 opportunities depending on event
 - c. Supporting Sponsor
 - d. Activation Partner.
2. Bundled partnerships
 - a. Precinct Event Partnerships
 - b. Infrastructure Partnerships e.g. relate to precinct requirements such as WiFi.

Value-in-kind sponsorships are available for the provision of goods and services which are required by the event, but for which there may not be sufficient budget. Typical value-in-kind sponsorships include media partnerships, accommodation partnerships and supplier partnerships.

3.2.2 Benefits for Sponsorships Granted

Benefits delivered to PMNSW should be tailored to meet specific business objectives, commensurate with the level of investment from PMNSW.

The benefits are to be documented to illustrate how they have been leveraged to meet the objectives. They are not intended to be used for the personal benefit of staff. Where the use of benefits involves or perceives to involve staff, the distribution of the benefits to individual staff members is to be compliant with the *DFSI Code of Ethics and Conduct* and relevant departmental policies and procedures.

Typical value-in-kind sponsorships include the provision of venues, equipment, banner poles, staff support, publicity and marketing support.

3.3 Sponsorship Agreement

All sponsorship agreements are to be in writing, outlining all the rights and responsibilities of both parties, clear objectives of the partnership, benefits, terms and conditions of the sponsorship.

3.3.1 Agreements for Sponsorships Sought

Agreements are approved by Place Management NSW.

Sponsor benefits must not be delivered until a Sponsorship Agreement has been executed.

An invoice for the sponsorship is issued at the point of the agreement being signed.

3.3.2 Agreements for Sponsorships Granted

Agreements for sponsorships granted are executed by the Chief Executive Officer or, subject to prior approval from the Chief Executive Officer, by a delegate.

3.4 Sponsorship Management and Evaluation

3.4.1 Management of Sponsorships Sought

Management of sponsorships received is the responsibility of Senior Manager, Partnerships and Venues. At the conclusion of the sponsorship, a sponsor report is presented to the sponsor outlining all aspects of the sponsor involvement; a summary of statistics and research collected from people movements and/or event visitor surveys; details of benefits delivered; marketing and publicity highlights and a photographic record of the event and sponsor activities.

In addition to the sponsor report, a debrief is to be conducted with the sponsor to receive feedback and further analysis on the success of the sponsorship for the sponsor. Further insight is to be gained and documented with regards to achieving sponsorship objectives.

3.4.2 Management of Sponsorships Granted

The Partnerships team is responsible for managing sponsorships granted and will provide the Chief Executive Officer and Directors with post-event reports. The Partnerships team will monitor the delivery of the sponsorships, ensure all contracted benefits are leveraged and evaluate the success of the sponsorship based on the identified objectives.

3.5 Applying CPI Increases to Long Term Sponsorship Agreements

The Consumer Price Index (CPI) is issued by the Australian Bureau of Statistics and can be found at www.abs.gov.au.

Go to the *Past and Future Releases* tab and then click on the period to reference.

The CPI to use is the All Groups CPI based on an annual basis rather than the quarterly figure.

Multiply the sponsorship dollar amount by the CPI increase and add the incremental amount to the base sponsorship value to calculate the total sponsorship value to be applied for the following year.

4. Related Policies and Documents

Issuer	Reference	Document Name
Independent Commission Against Corruption	May 2006	Sponsorship in the Public Sector
Department of Finance, Services and Innovation	2016	Delegations Manual
Department of Finance, Services and Innovation	2016	Code of Ethics and Conduct
Place Management NSW	2017	Outgoing Sponsorship: Assessment and Approval Tool Box

5. Document Control

5.1 Document Approval

Name and Position	Signature	Date
Paquita Wiesner Partnerships and Business Development Manager	On File	03/05/2017
Jill Berry Senior Manager, Partnerships and Venue Hire	On File	26/09/2017
Justine Earl-Smith A/Director, Partnerships, Activation and Customer Experience	On File	26/09/2017
Sam Romaniuk Chief Executive Officer Place Management NSW	On File	26/09/2017

5.2 Document Version Control

Version	Status	Date	Prepared By	Comments
1.0	Approved	14 April 2009	Business Development Manager	
2.0	Approved	29 June 2011	Group Manager, Events and Venues	Cover Page: Logo Position titles updates throughout entire document: Business Development Manager to Business Development and Venue Hire Manager Business Development and Venue Hire Manager to Group Manager Events and Venues Chief Executive Officer to General Manager 1.5.2 (a): Delete reference to the available quantity of Major and Supporting sponsorships
3.0	Approved	12 May 2014	Head of Commercial Enterprise	Title/division changes in line with corporate reorganisation

				<p>1.1 Make reference to boosting Authority's corporate reputation as a key driver</p> <p>1.5.1 Update sponsorship criteria in line with business strategy</p> <p>1.5.2 (a): Update sponsorship opportunities and tiers in line with new sponsorship strategy</p> <p>1.5.4 Update references to incoming/outgoing approval process</p>
4.0	Approved	26 September 2017	A/Manager, Partnerships and Business Development A/Senior Manager, Partnerships and Venues	<p>Update organisation name from SHFA to PMNSW and ownership of governance documents</p> <p>Title/division changes in line with corporate reorganisation</p> <p>Change focus from corporate brand recognition to precinct brands and retailer support</p>

5.3 Contacts

Enquiries should be forwarded to the Manager, Partnerships and Business Development, or the Senior Manager, Partnerships and Venues.

5.4 Review Date

This policy will be reviewed biennially, and is next due for review in September 2019.

It may be reviewed earlier in response to post-implementation feedback from Business Units.