

Timaru District Council

Sponsorship of Council Events and Facilities Policy

Appendix 1

Sponsorship Agreement Criteria

In entering any sponsorship agreement, Council will ensure that the following matters are addressed in the sponsorship agreement, to be signed by all parties to the agreement:

- i. The benefits available to Council and the community.
- ii. The opportunities available to the sponsor, including advertising opportunities directly related to the activity being sponsored.
- iii. The term of the agreement and rights of renewal.
- iv. Any conditions relating to naming rights.
- v. Terms of use for Council's name, logo and associated images.
- vi. Advertising rights.
- vii. The form or forms of acknowledgement that will be available to the sponsor.
- viii. The Council officer who has responsibility for managing the sponsorship agreement.
- ix. The full name of the facility, if a naming rights agreement.
- x. Termination clauses, including Council's right to terminate the sponsorship.
- xi. Processes to deal with changes in circumstance during the term of the sponsorship agreement.
- xii. Process to resolve any dispute, including mediation that may be required.
- xiii. Confidentiality of the sponsorship agreement.

Note: The above list is not intended to be exhaustive.