



ADVERTISING AND SPONSORSHIP POLICY

This policy document sets out The Highland Council's definition of “advertising and sponsorship” and the terms upon which the sponsorship may be both sought and accepted by the Council.

1 DEFINITION

For the purposes of this policy sponsorship / advertising is defined as: “an agreement between The Council and the advertiser and / or sponsor/ negotiated by the Council or through a third party where the Council receives either money or a benefit in kind in return for placement of advertising on or sponsoring of, an asset, event, campaign, or initiative from an organisation or individual which in turn gains publicity or other benefits”.

Note “The Council” also includes events funded by the Common Good Fund and/or managed by the Council.

2 OBJECTIVES

2.1 To ensure the Council maximises opportunities to generate income from advertising and/ or sponsorship placed by the Council or a third party on appropriate assets, brands, events, campaigns or initiatives while also offering advertisers attractive packages offering benefit for both parties

2.2 To ensure that the Council's position and reputation are adequately protected in advertising and sponsorship agreements.

2.3 To ensure that the Council adopts a consistent, co-ordinated and professional approach towards seeking advertising and sponsorship.

2.4 To ensure best value is obtained and provided in sponsorship or advertising agreements.

2.5 To provide members and officers with guidance in dealings or relationships with advertisers or sponsors.

3. GENERAL PRINCIPLES

3.1 The Council will actively seek opportunities to work with both local and national organisations by identifying advertising and sponsorship opportunities of mutual benefit and which are in keeping with the Council's priorities, values and relevant codes of conduct.

3.2 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:

(a) influenced the Council or its officers in carrying out its functions.

(b) was in order to gain favourable terms from the Council in any business or other agreement.

(c) aligned the Council with any organisation which conducted itself in a manner which conflicted with the Council's priorities and values

The Council will not, therefore, be able to entertain agreements for advertising or sponsorship from:

i. organisations not complying with the Code of Practice of the Advertising Standards

Authority. (The Advertising Codes contain wide ranging rules designed to ensure that advertising does not mislead, harm or offend. Advertisements must be socially responsible and prepared in line with the principles of fair competition. These broad principles apply regardless of the product being advertised.)

- ii. organisations in financial or legal dispute with the Council.
- iii. organisations with a political purpose, including pressure groups and trade unions.
- iv. organisations involved in the production and sale of weaponry including firearms.
- v. organisations involved in the production of tobacco and cigarettes.
- vi. organisations involved in discrimination, victimisation, harassment or other unlawful conduct that is prohibited under the Equality Act 2010 against people on the grounds of age, disability, gender reassignment, pregnancy and maternity, race, religion and belief, sex, sexual orientation, marriage and civil partnership.

3.4 The content of any advertising or sponsorship material will also be subject to the Equality Act 2010 and will be assessed via an Equalities Impact Screening; the Council will reject content in contravention of that Act.

3.5 The above list is not exhaustive and the Council retains the right to decline advertising or sponsorship from any organisation or individual or in respect of particular products or content which the Council in its sole discretion considers inappropriate.

3.6 Consideration for advertising or sponsorship will take the form of an opportunity for publicity and advertising, thus raising the profile of the advertiser / sponsor within The Highland Council area. The Council will agree with the advertiser/ sponsor the nature and content of the publicity and will retain the right to approve all advertising material. The Council has a strong corporate identity and partnership organisations materials must not detract from this.

Council officers are referred to:

<http://www.highland.gov.uk/yourcouncil/news/publicrelations/logo-guidelines/> for specific guidance on use and representation of The Highland Council logo.

3.7 Allocation and use of Income generated will be managed through the Corporate

Improvement Programme in agreement with Finance and will be applied to the CIP savings targets.

3.8 Best value will be established via benchmarking. The same or similar agreements in place either in the Public or Private sector will be established in order that a comparable average of value can be established. This can then be used as a guide in setting a price for which advertising or sponsorship for a particular item will be offered.

4 PROCEDURES

4.1 Before seeking advertising or sponsorship, Council officers must consider the Council's sponsorship policy and consult with the officer responsible for advertising and sponsorship. This will be through the Corporate Improvement Programme Income Generation Project until further notice.

4.2 Advertising and sponsorship opportunities will be until further notice and where appropriate be progressed through the Council's Income Generation Project. If progressed through the Advertising and sponsorship opportunities will be until further notice and where appropriate be progressed through the Council's Income Generation Project. If progressed through the Project they will be subject to qualification establishing both the validity of the opportunity and the potential value.

4.3 All advertising and sponsorship opportunities will be progressed in accordance with the Council's Procurement team and the relevant procurement legislation.

4.4 All advertising and sponsorship opportunities will be progressed in accordance with the Council's Planning team and relevant planning legislation.

4.5 The Council will maintain a central advertising and sponsorship register. The register will be controlled and maintained by the Council's Public Relations Office. It will be the responsibility of the Public Relations Office to enter advertising and sponsorship opportunities and completed agreements on this register.

4.6 The advertising and sponsorship register will be held on the Income Generation Sharepoint site.

4.7 All advertising and sponsorship agreements will require approval by the appropriate Service Director and the Council's Public Relations Manager prior to a sponsorship agreement being reached.

4.8 A standard order form will be used in all advertising and sponsorship agreements.

4.9 Any proposal must identify costs that will be incurred in seeking the advertising or sponsorship and be able to provide a budget code to which this can be charged. This will include internal resources required of the Public Relations Office such as graphic design or web advice/assistance.

4.10 It is recommended that all potential advertisers or sponsors are referred to this policy.