



**KEMPSEY**  
Shire Council

## **DIRECTOR CORPORATE AND COMMUNITY SERVICES REPORT**

16<sup>th</sup> January 2007

<b>DCCS4</b>	<b>SPONSORSHIP OF KEMPSEY SHIRE COUNCIL ART EVENTS AND COMPETITIONS.</b>
	<b>File: 126            BAH</b>

### **SUMMARY:**

Reporting on proposed sponsorship arrangements for Kempsey Shire Councils Cultural activities.



The Macleay Valley Community Art Gallery Committee is seeking a scale of sponsorship for various cultural activities specifically art exhibitions, competitions and travelling exhibitions.

It is proposed that the following scale be adopted;

The committee have suggested the following sponsorship guidelines.

- 75%-100% sponsorship dollars = Main sponsor, exhibition naming rights, one corporate event in the gallery, logo on entry form and catalogue, banner / publicity placed at gallery, mentioned in publicity, asked to submit invite list and invited to the opening and asked to present prize.
- 50% - 75% sponsorship dollars = Major sponsor, logo on entry form and catalogue, banner / publicity placed at gallery, mentioned in publicity, asked to submit invite list, invited to the opening and asked to present prize.
- Up to 50% sponsor dollars = Minor sponsor, logo on entry form and catalogue, mentioned in publicity, asked to the opening and to present prize.
- Below this = Group sponsor, small mention in publicity, invited to the opening.

It is further proposed that a copy of sponsorship proposals along with a copy of the anticipated art programme i.e. at the gallery, be sent out each year for sponsors to review their level of participation and sponsorship.

Letters would also be sent to organisations considered to be potential sponsors, and a general advertisement placed calling for expressions of interest.

Council's involvement with the sponsor would be an acknowledgement of their involvement only. A sponsor's indication of interest would not commit council in any way.

**REPORT IMPLICATIONS:**

- *Environmental*

*There are no environmental implications of this report.*

- *Social*

*The social implications of this report are that it will improve our capacity to provide cultural activities to enhance community and contribute to social cohesion*

- *Economic (Financial)*

*The economic implications of this report are that it will free up Kempsey Shire Council resources and allow extension of cultural programme.*

- *Policy or Statutory*

*This proposal does not conflict with Councils Sponsorship Policy. (C24:11)*

- *Director's Review*

*Sponsorship is an important funding source for the ongoing financing of the Art Gallery and its activities.*

*Sponsorship opportunities should be made widely known. No employee should obtain a personal benefit from a sponsorship.*

**RECOMMENDATION:**

**That council adopts the scale of sponsorship as proposed for the Macleay Valley Community Art Gallery.**

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**G B Snape**  
**DIRECTOR CORPORATE SERVICES**