

<b>Title</b>	Sponsorship Policy for Presenters & Commercial Hirers
<b>Type of Policy</b>	Operating Policy
<b>Last Reviewed</b>	April 2009

## Introduction

<b>Scope</b>	
This policy applies to Presenting companies, Commercial hirers and other users and hirers of the Arts Centre's venues in the promotion of their sponsor relationships	
<b>Purpose</b>	
This policy sets forth: <ul style="list-style-type: none"> <li>i. the over-arching objectives of the Arts Centre's sponsorship strategy; and</li> <li>ii. the terms and conditions upon which a presenter or hirer of an Arts Centre venue may promote its sponsor relationships (if applicable) during the term of its occupancy of the hired venue.</li> </ul>	
<b>Related Compliance Requirements</b>	Master Licence Agreement Non Performance Licence Agreement
<b>Related Policy or Operating Procedures</b>	Naming Rights Policy
<b>Definitions</b>	N/A

## 1. Background

The Arts Centre is proudly supported by an extensive suite of corporate sponsors, members, donors, patrons and foundations, collectively referred to herein as “*Supporters*”.

The purpose of the Arts Centre’s corporate sponsorship strategy is to:

- i. position the Arts Centre as an iconic, blue-chip sponsorship proposition;
- ii. realise the optimum commercial value of the Arts Centre’s assets; and
- iii. stimulate funding, infrastructure and marketing assistance in support of the Arts Centre’s operations and objectives.

In undertaking the procurement of all Supporter relationships, the Arts Centre will consider and respect the legitimate interests of all stakeholders, including:

- presenting companies;
- existing Arts Centre sponsors, corporate members and official suppliers;
- existing philanthropic donors and patrons;
- Government and regulatory authorities; and
- internal departments and business units

## 2. Policy

This policy sets forth the terms and conditions upon which a presenter or hirer of an Arts Centre venue may advertise and promote its sponsor relationships during the hire period.

- 2.1 A presenter or hirer may acknowledge and promote its sponsors only within the Licensed Areas defined in the Licence Agreement.
- 2.2 This specifically excludes the Arts Centre’s public foyers and spaces, retail outlets and services (including all food & beverage operations) and car parking operation, outside of the Licensed Area. The Arts Centre reserves the right for the Arts Centre and the Arts Centre’s Supporters to be acknowledged, promoted and to trade in these spaces at all times.
- 2.3 With respect to the retail licence at the Sidney Myer Music Bowl, the presenter or hirer may offer the right for their food and beverage sponsors to trade as part of the hiring agreement in conjunction with the Arts Centre’s caterer. In such circumstances, any equipment provided by an Arts Centre Supporter will not be made available to the presenter or hirer’s sponsor to utilise.
- 2.4 The presenter or hirer must obtain written approval from the Arts Centre before any sponsor signage is displayed or sponsor activity is commenced. The Arts Centre reserves the right to decline approval of the sponsor signage, display or activity for reasons which include, but are not limited to:
  - i. it will prejudice the interests of the Arts Centre or any of the Arts Centre’s Supporters or stakeholders;

- ii. it will call into question or cause embarrassment or detriment to the good name and reputation of the Arts Centre or any of the Arts Centre's Supporters or stakeholders;
  - iii. it will cause a nuisance, impede traffic flow or otherwise effect the safe and efficient day to day operation of the Arts Centre;
  - iv. contains offensive material or is likely to cause danger or harm to persons;
  - v. it will obstruct any piece of art work, signage or other material or thing displayed at the Arts Centre; and
  - vi. it does not comply with the terms of the Licence Agreement.
- 2.5 Any acknowledgement or promotion of the presenter or hirer's sponsors must be made solely in connection with the presenter or hirer and/or the presenter or hirer's event and not the Arts Centre generally.
- 2.6 At all times, the presenter or hirer, or any of its sponsors, must not by words or conduct represent that it is a sponsor of the Arts Centre in any way, shape or form.
- 2.7 The Arts Centre reserves the right, at the presenter or hirer's cost, to:
- i. order and effect an immediate stop to any unauthorised advertising or promotional activity; and
  - ii. remove any unauthorised signage, advertising or display material.
- 2.8 The Arts Centre reserves the right to vary this policy from time to time.

### **3. Contacts and Assistance**

For enquiries and assistance related to a sponsorship matter, the presenter or hirer may contact the Arts Centre's Corporate Partnerships team on +61 3 9281 8388.

## Supporting Documentation

### i) Forms and Records Management

Forms or records that are generated by the policy are as follows:

Form	Retention Period	Location
Written approval of presenter or hirer sponsor signage or activity	3 Years	Corporate Partnerships

### ii) Related Material

Material which assists and supports execution of this policy is as follows:

Name	Document Type	Location
The Arts Centre's Master Licence Agreement	Agreement	Presenter Services
The Arts Centre's Non Performance Hire Agreement	Agreement	Presenter Services

## Governance

### i) Responsibility

<b>Policy Owner</b>	Nicole Gooch, Manager – Corporate Partnerships
<b>Approving Body</b>	Heather Walker, Executive – Marketing & Visitor Experience

### ii) Version Control and Change History

Version Number	Approval Date	Approved by	Amendment
001	June 2007	Trust	Original Document
002	August 2008	Heather Walker	Policy Review and Update
003	April 2009	Heather Walker	Policy Review and Update