



ORANGE CITY COUNCIL

All policies can be reviewed or revoked by a resolution of Council, at any time.

ORANGE REGIONAL MUSEUM SPONSORSHIP

ST137

F286

OBJECTIVES

- To establish principles, policies and procedures to guide sponsorship agreements involving the Orange Regional Museum
- To support transparent and productive partnerships with sponsors for the benefit of the Orange Regional Museum and its audiences
- To provide a transparent and ethical framework for the negotiation of sponsorship agreements, ensuring that they are consistent with the vision and aims of the Orange Regional Museum, relevant legislation and museum industry ethical standards
- To provide policies and guidelines to recognise the generosity of major sponsors and donors

APPLICABILITY

This Policy applies to any sponsorship of or donation to the Orange Regional Museum. The Orange Regional Museum may seek and accept sponsorship to develop the museum building, spaces and facilities, and to support its collections, exhibitions, programs, publications, events and other initiatives.

GENERAL

The Orange Regional Museum regards its sponsors and donors as generous partners and supporters who are committed to the best interests of the museum and its audiences.

Museums forge sponsorship agreements to enhance their funding and resources, diversify funding sources, and create mutually beneficial partnerships where the interests of the museum and the sponsor align. Honesty, legality, fairness and good faith underpin productive museum/sponsor partnerships. Sponsorship is an integral part of the operations of contemporary museums and it provides many benefits for the museum and its audiences. However it is also recognised that sponsorship may carry reputational and ethical risks which these policies and procedures are designed to manage. Sponsorship arrangements should withstand full public scrutiny and ensure public confidence in the neutrality and integrity of the Orange Regional Museum and Orange City Council.

This Policy reflects “best practice” principles widely adopted by museums and is aligned with guidelines issued by the Independent Commission Against Corruption (ICAC).

RELATED POLICIES/DOCUMENTS

Code of Conduct – ST010

Donations and Grants Strategic Policy – ST029

Gifts and Benefits Strategic Policy – ST039



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Responsible Area – Community, Recreation and Cultural Services

REVISION					
	DATE	RESOLUTION		DATE	RESOLUTION
1	September 2016	16/453	6		
2			7		
3			8		
4			9		
5					
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SUMMARY OF AMENDMENTS

Amendment Date	Section/Reference and Amendment
September 2016	New Policy



ORANGE
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**ORANGE REGIONAL MUSEUM
SPONSORSHIP PROCEDURES**

DEFINITIONS

For the purposes of the Orange Regional Museum Sponsorship Program the following definitions apply.

- a **Sponsorship** is a commercial arrangement in which a sponsor provides a contribution in money or in-kind support to the Orange Regional Museum in return for certain specified benefits. Sponsorship may be provided by corporations, businesses, groups or private individuals.
- b **Donation** is a voluntary transfer of money or property by gift or bequest to the Orange Regional Museum by way of benefaction where no material benefit is received by the donor from the Orange Regional Museum.
- c **Donation in kind** or goods-in-kind means a donation other than money and includes donation of property, goods or services.
- d **Pledge** is a documented commitment to make a donation or sponsorship or a series of donations or sponsorships within a specified period of time.
- e **Recognition** consists of actions taken by the Orange Regional Museum to recognise the generosity of sponsors, major donors, individually or collectively.
- f **Honour Board** is a public display of the names of sponsors, major donors to the Orange Regional Museum.
- g **Sponsor** is a person or organisation that pays for or contributes to the costs of the Orange Regional Museum in return for a material benefit.
- h **Sponsorship Agreement** is a written agreement between Orange Regional Museum and the sponsor detailing the gifts, benefits, recognition and arrangements underpinning the partnership between the sponsor and the museum.

LEGISLATION, RELEVANT COUNCIL POLICIES AND OTHER INFORMATION

- Local Government Act 1993
- Independent Commission Against Corruption Act 1988
- Government Information (Public Access) Act 2009
- Privacy and Personal Information Protection Act 1998
- Orange City Council Strategic Policy - Gifts and Benefits ST039
- Orange City Council – Strategic Policy – Donations and Grants ST029
- Orange City Council – Strategic Policy - Orange Regional Museum Collection Policy ST131
- Independent Commission Against Corruption, Sponsorship in the Public Sector; a guide to developing policies and procedures for both receiving and granting sponsorship, 2006
http://www.icac.nsw.gov.au/component/docman/doc_download/1289-sponsorship-in-the-public-sector
- Museums Australia Code of Ethics, 1999
<http://museumsaustralia.org.au/userfiles/file/Governance/maethics.pdf>
- International Council of Museums (ICOM Australia), Code of Ethics
<http://icom.museum/the-vision/code-of-ethics/>

VISION AND AIMS OF THE ORANGE REGIONAL MUSEUM

The Orange Regional Museum's vision is to be a vibrant cultural hub where the rich history and heritage of the city and region is valued and celebrated through the dynamic programs developed by the Orange Regional Museum.

The Orange Regional Museum will achieve this vision through collaborative programs and cultural partnerships with the community and other agencies and organisations, including the State and Federal Governments and the business sector.

The aims of the Orange Regional Museum are to:

- Orient visitors and the community to the history, heritage, people and cultures shaping the development of Orange and the region
- Present high quality exhibitions to engage the community and visitors, including temporary and travelling exhibitions
- Enrich visitors' experience of Orange and the district and encourage exploration and appreciation of heritage places and villages
- Foster a sense of place and community engagement
- Develop collaborative programs with Council's cultural facilities and enterprises
- Develop collaborative programs with the community and other museums to document, interpret and promote appreciation of objects and collections
- Document, research, collect, conserve and interpret significant objects and collections
- Provide education opportunities for people of all ages
- Provide on-line access to collections, places, stories and museums
- Work in partnership with community museums in the region to develop sustainable museums that are well-supported in their communities

SPONSORSHIP GUIDELINES

These guidelines are based on the public sector sponsorship guidelines published by the Independent Commission Against Corruption in its paper *Sponsorship in the Public Sector, a guide to developing policies and procedures for both receiving and granting sponsorship*, May 2006.

- a A sponsorship agreement will not impose or imply conditions that would limit, or appear to limit, the Orange Regional Museum's ability to carry out its functions fully and impartially.
- b There will be no actual or potential conflict between the objectives and/or mission of the Orange Regional Museum and Orange City Council, and those of the sponsor.
- c Sponsorship of the Orange Regional Museum or an Orange Regional Museum activity will not involve explicit endorsement of the sponsor or the sponsor's products.

- d Where sponsorship involves the sponsor providing in-kind products or services, the Orange Regional Museum will evaluate the product or service for its fitness for purpose against objective criteria that are relevant to the Orange Regional Museum's needs.
- e No employee of the Orange Regional Museum is to seek or receive a personal benefit from a sponsor, or be perceived to be receiving a benefit.
- f Where relevant there will be equality of opportunity to would-be sponsors to maximise the potential public benefit. The public interest is best served by making sponsorship opportunities widely known. To this end sponsorships will be sought and granted by using broadly based, open processes that are not limited solely to invited sponsors.
- g Where relevant sponsorship proposals will be assessed against predetermined criteria which have been drafted in advance or which are circulated to organisations that submit an expression of interest. These criteria may include: compatibility with the Orange Regional Museum's vision, aims and values; the business or reputation of the sponsor and its appropriateness for the Orange Regional Museum's audiences; value for money; the capacity of the Orange Regional Museum to deliver any agreed benefits; consistency between the agreement and these policies.
- h A sponsorship agreement is a contract and will be described in a written agreement, see section relating to Procedures and Agreements below.
- i In developing a sponsorship agreement the Orange Regional Museum will conduct a risk assessment around the proposed partnership. ICAC identifies a number of potential risks that should be considered: potential conflicts of interest between the proposed sponsor and Orange Regional Museum, and Council, sponsorship that does not eventuate, embarrassment, perceived influence or product endorsement.

Other potential risks include perceived influence over museum content; including competitor's products in a sponsored exhibition; naming rights let too cheaply or for too long in duration; miscommunication between third party fundraising entities and Orange Regional Museum and Council; sponsorship precluding agreements with competitors; conflicts that may arise with sponsor's dealings with Council on other matters.
- j Sponsorship agreements must be approved by the Manager Administration and Governance (or delegate) in conjunction with the Director Community Recreation and Cultural Services.
- k Sponsorship under \$2,500 that relates directly to exhibitions or events may be approved by the Museum Manager. Amounts above this level are to be approved by the Director Community Recreation and Cultural Services. Naming rights will be approved by Council.
- l In approving a sponsorship agreement, the Orange Regional Museum must ensure it has sufficient resources to enable the promised sponsorship benefits to be delivered.

- m Sponsorship agreements must not influence the choice of museum exhibitions, exhibition themes, content, storylines, text or public programs. Sponsors must remain at arm's length from the Orange Regional Museum's content development processes, except in cases where technical or other advice is sought.
- n Where sponsorship agreements extend over several years the Orange Regional Museum will evaluate the outcomes and benefits on an annual basis and review the sponsorship agreement if required.

PROCEDURES AND AGREEMENTS

- a Sponsorship proposals may only be approved by Council in accordance with Sponsorship Guidelines j and k. Negotiations through the Orange Regional Museum's fundraising partners including Orange Regional Museum Fund (ORMF) in conjunction with Council are permitted.
- b A sponsorship agreement must include:
 - i the benefits to the Orange Regional Museum from the sponsorship
 - ii the benefits and recognition available to the sponsor
 - iii the form or forms of acknowledgement and use of logos
 - iv a payment schedule if relevant or timing for delivery of goods-in-kind
 - v the scope of uses the sponsor may make in the arrangement
 - vi the term of the agreement
 - vii provisions for terminating or suspending the agreement
 - viii contact people in both organisations
- c A written sponsorship agreement is signed by both parties.
- d Where goods-in-kind are part of an agreement, the goods should be specified and costed before signing an agreement, and their suitability assessed in terms of their quality and fitness for purpose.
- e Where sponsorship agreements include offers of donation for the Orange Regional Museum's collection, the proposed acquisition/s must be considered under Orange Regional Museum's Collection Policy and be consistent with its provisions. In exceptional circumstances naming rights may be considered for certain Orange Regional Museum spaces, exhibitions or Orange Regional Museum programs, where the size of the gift is proportional to the real cost of the space, exhibition or program.
- f Naming rights will not be approved where the agreement would restrict the Orange Regional Museum's capacity to develop other partnerships, with for example commercial competitors.
- g Naming rights will be for fixed periods, and not more than five years.
- h All naming rights must be approved by Council.
- i In addition to soliciting gifts of cash or sponsorship agreements, Orange Regional Museum and its fundraising partners may devise fundraising programs or opportunities to engage the community and create a sense of ownership and identification with the Orange Regional Museum.

- j Proposals are to consider issues including alignment with the Orange Regional Museum’s vision and purpose, the public subscription cost, the costs of management, design, fabrication if relevant, durability, impact on the precinct, building or Orange Regional Museum programs if relevant, duration of the program, maintenance, donor recognition marketing, publicity and administration. As for other forms of sponsorship, the scope of the proposal must be within the Orange Regional Museum’s capacity to manage the program and its likely demand over the duration of its operation.

RECOGNITION OF SPONSORSHIP

- a All major donors and sponsors will be recognised and acknowledged by listing on the Orange Regional Museum’s honour board in the Orange Regional Museum foyer, and on the Orange Regional Museum’s website and in relevant reports.
- b Sponsorship agreements may list other forms of acknowledgement appropriate to the nature of the partnership and program. This may include:
 - i Recognition at an exhibition entry and on the Orange Regional Museum’s website
 - ii Use of sponsor’s logos in program marketing and branding
 - iii Inclusion on banners or other signage bearing the corporate name, logo or product identification
 - iv Inclusion of the company name, logo and advertising in any program, catalogue, educational material
 - v The right to produce merchandise such as T-shirts, flags, etc., which will identify the event or institution with the sponsor;
 - vi The right to use the name and image of the institution or project in its own advertising and promotional material.

CATEGORIES

Orange Regional Museum is pleased to recognise and honour its donors and sponsors. While the style of sponsorship recognition is detailed in a sponsorship agreement, donors and sponsors will also be recognised on the Orange Regional Museum’s honour board, its website and relevant reports.

Donors to the Museum Fund will be recognised in the Orange Regional Museum as follows:

- 1 Static – (permanent board in the foyer)**
 - a \$1,000,000 and above - Foundation
 - b \$500,000 to \$999,999 - Patrons
 - c \$100,000 to \$499,000 - Benefactor
- 2 Electronic recognition – Honour Board, website and relevant reports**
 - a \$50,000 to \$99,999 - Platinum Member
 - b \$10,000 to \$49,999 - Gold Members
 - c \$5,000 to \$9,999 - Silver Members
 - d \$1,000 to \$4,999 - Bronze Members
 - e \$500 to \$999 - Supporter