



Hawkesbury City Council

ordinary  
meeting  
supplementary  
business  
paper

date of meeting: 08 March 2016  
location: council chambers  
time: 6:30 p.m.



**ORDINARY MEETING**

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SECTION 3 - Reports for Determination

SUPPLEMENTARY REPORTS

Item: 54                      GM - 2016 Hawkesbury Sports Awards - Sponsorship by Vintage FM - (79351, 96972)

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**REPORT:**

**Executive Summary**

In April 2015, a report was presented to the Hawkesbury Civic and Citizenship Committee outlining a detailed review of the Sports Awards undertaken by Council staff. Subsequently, at Council's Ordinary meeting on 28 July 2015 Council agreed to the implementation of the reinvigorated Awards program during 2016.

At Council's Ordinary Meeting on 23 February 2016, Council endorsed the sponsorship of the 2016 Hawkesbury Sports Awards by Windsor RSL.

Promotion for the Sports Awards begun the week commencing 22 February 2016. As a result, Vintage FM approached Council, on 29 February 2016 with a proposal to become a media partner for the 2016 Hawkesbury Sports Awards.

A sponsorship agreement was negotiated and the following report outlines details of this arrangement.

**Consultation**

The issues raised in this report concern matter which do not require community consultation under Council's Community Engagement Policy.

**Background**

On 15 April 2015 a report was presented to the Hawkesbury Civic and Citizenship Committee (the Committee) outlining a detailed review of the Sports Awards (the Awards) undertaken by Council staff. The report identified issues affecting the overall success of the program and proposed the implementation of a reinvigorated program for 2016. The Committee discussed alterations to the proposed program including changes to length of service, nomination deadlines and changes to the presentation.

The Committee resolved:

*"That the:*

- 1. Alterations be made to the review of the Sports Award Program as discussed by the Committee*
- 2. Review of the awards be reported to Council to be endorsed."*

Subsequently, at Council's Ordinary Meeting held 28 July 2015 Council resolved:

*"That Council agree to the implementation of a reinvigorated Sports Award Program, as outlined in the report and that an award for Senior Sportsperson of the Year be included."*

Council staff commenced the implementation of the reinvigorated Awards, seeking sponsorship to support the new format of award presentation. A sponsorship agreement was negotiated with Windsor RSL to host the Presentation Evening and facilitate ticket sales for the event.

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At Council's Ordinary Meeting on 23 February 2016, Council endorsed the sponsorship of the Awards by Windsor RSL. The Council resolved:

*"That:*

- 1. Council agree to Windsor RSL being the major sponsor of the 2016 Hawkesbury Sports Awards as outlined in the report.*
- 2. An invitation be extended to the sponsor organisation to provide a representative to sit on the Hawkesbury Civic and Citizenship Committee to determine the Hawkesbury Sports Awards.*
- 3. The General Manager be authorised to finalise arrangements and to execute an appropriate sponsorship agreement in this regard."*

Council staff began promotion of the reinvigorated awards the week commencing 22 February 2016. A media release and image was issued to all media outlets in the Hawkesbury with details of the awards, nomination process and sponsorship partnership with Windsor RSL.

As a result of this promotion, Vintage FM approached Council proposing to sponsor the Awards as a media partner. On 29 February 2016, Council's Corporate Communication Manager and Events Coordinator met with the Sales Manager from Vintage FM to discuss the proposal. As a result of this meeting a sponsorship agreement was negotiated.

Correspondence from Vintage FM outlining their proposal for sponsorship as a media partner of the Awards is attached. The sponsorship of the program would provide advertising to the value for \$7,254.

The sponsorship of the program would comprise of Vintage FM providing:

- Eight x 30-second commercials per week over three weeks - to air during Breakfast, Morning, Afternoon, Drive and Evening sessions or four spots per day
- three interview opportunities (one per week)
- web and social media promotion and coverage
- full creative/production costs of the 30 second commercial.

In return for their advertising, Council will:

- acknowledge 'Vintage FM' as the Awards media partner and include, where appropriate their logo in all media and promotional material in relation to the event.
- provide a two complimentary tickets to Vintage FM to attend the Presentation Evening at Windsor RSL.

In relation to this matter Council will be aware that it has previously adopted a Sponsorship Policy to manage arrangements whereby Council may receive a sponsorship for an event *"in money or in kind, to support an activity or event for the benefit of residents and visitors"*.

Council's Policy defines the following in respect of a sponsorship the Council may receive:

*"Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in kind to support a Council activity in return for certain specified benefits."*

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The Policy goes onto explain:

*"Council will not enter into a sponsorship agreement where there is not a clearly defined benefit to Council, or to the community deriving from the sponsorship. Such a benefit may include:*

- a) *enabling Council to undertake activities or works (as defined in clause 7.1) that could not otherwise be funded or undertaken to the same extent.*
- b) *reducing the cost of a particular event or activity or enable it, in the public interest, to be expanded or enhanced.*
- c) *achieve greater community awareness for a particular Council service, program, event or activity, than may otherwise have been possible."*

It is considered that the current proposal for Vintage FM to sponsor the Awards as a Media Partner is in line with Council's Sponsorship. The agreement meets the above definitions in that the support of Vintage FM for the awards enables additional promotion of the awards through an additional medium, targeting a more diverse target audience than would otherwise not be funded by Council.

The proposed advertising schedule will commence the week starting 7 March 2016 and this has been agreed to subject to Council's endorsement and subsequent execution of the sponsorship agreement.

As indicated in the "Conformance to the Hawkesbury Community Strategic Plan" section of this report the proposal also meets relevant aims and objectives of the Community Strategic Plan.

### **Conformance to the Hawkesbury Community Strategic Plan**

The proposal is consistent with the Supporting Business and Local Jobs Directions Statement;

- Help create thriving town centres, each with its own character that attracts residents, visitors and businesses

and is also consistent with the nominated strategy in the CSP being:

- Differentiate, brand and promote the Hawkesbury as a tourism destination.

### **Financial Implications**

Funding is available in the current Corporate Communication budget to undertake this program.

A formal sponsorship agreement would be signed with Windsor RSL to support the Awards through the hosting of the Awards Dinner.

### **RECOMMENDATION:**

That:

1. Council endorse the sponsorship of the 2016 Hawkesbury Sports Awards by Vintage FM as the media partner.
2. The General Manager be authorised to finalise arrangements and to execute an appropriate sponsorship agreement.

### **ATTACHMENTS:**

**AT - 1** Correspondence from Vintage FM outlining their sponsorship proposal

**AT - 1 Correspondence from Vintage FM outlining their sponsorship proposal**



**Your Local Radio Station, For Local Business**



**Advertising Proposal  
for Hawkesbury City Council**



The following advertising proposal for Hawkesbury Council has been designed to create and maintain top of mind awareness of this year Hawkesbury Sport Awards across the Hawkesbury and Lower Blue Mountains regions on **87.6** and Penrith/St Marys on **87.8**, with **VINTAGE FM**, "We Play the **MORE** of the *Music You Grew Up With*".

**VINTAGE FM** recommends the following advertising package based on the being named the Awards Media Partner. This campaign would encourage nominations and showcase Windsor RSL and Hawkesbury City Council as major sponsors.

***Hawkesbury Sport Awards Campaign***

**Schedule Example**

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
4 x 30 sec	4 x 30 sec	4 x 30 sec	4 x 30 sec	4 x 30 sec	4 x 30 sec	4 x 30 sec

***Vintage FM will provide the following-***

- ***28 x 30-second commercials per week over 3 weeks***
- ***To air during Breakfast, Morning, Afternoon, Drive and Evening sessions***
- ***Or 4 spots per day***
- ***3 Interview Opportunities (1 per week)***
- ***Web and Social Media promotion and coverage***
- ***Full Creative/Production costs of the 30 second commercial***

***Total Investment - \$2418.00 plus GST per week.***



**Advertising today protects your business for tomorrow**

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