



SPONSORSHIP POLICY – COMMUNITY RECREATION FACILITIES

TITLE	SPONSORSHIP POLICY COMMUNITY RECREATION FACILITIES
RESPONSIBLE OFFICER	OPERATIONS MANAGER COMMUNITY RECREATION FACILITIES
APPROVED BY COUNCIL	15 MARCH 2016
RESOLUTION NO	44/2016
AMENDED ON	21 MARCH 2023
RESOLUTION NO	49/2023
REVIEW DATE	21 MARCH 2026

1. BACKGROUND

Sorell Council is responsible for the provision and management of significant recreation infrastructure within the municipality, including sport grounds, community halls and buildings. These facilities are made available for hire to sporting clubs and community groups for the purpose of providing opportunities for community participation in recreational activities.

This policy has been developed with the main objective being to create a standard process for the approval and installation of sponsorship advertising signage on Council owned and managed recreation facilities.

Sorell Council acknowledges that sponsorship agreements, incorporating advertising signage, provides clubs with an important source of income to support their operations. The implementation of this policy will continue to support the fundraising efforts of clubs, whilst maintaining visual and aesthetic consistency in all Council's recreational facilities.

2. OBJECTIVES

The objectives of this policy are to:

- 2.1. Establish a framework for the approval and installation of sponsorship signage by clubs and organisations on Council owned and managed recreation facilities, providing applicants with clear criteria and guidelines for the display of signs.
- 2.2. Ensure a consistent decision making approach to requests for sponsorship signage from sporting clubs and community groups.
- 2.3. Provide an avenue for sporting clubs and community groups to promote sponsors to participants and spectators inside Council owned and managed facilities.
- 2.4. Regulate and maintain a degree of uniformity and consistency in all sponsorship signage across Council's facilities, ensuring the visual impact is maintained to an acceptable standard.

- 2.5. Review and streamline existing sponsorship signs so these conform with criteria outlined in this policy.
- 2.6. Ensure signage is securely installed to avoid injury to any person or damage to the facilities.
- 2.7. Ensure the message presented in the signage is appropriate and is not seen to be offensive or discriminatory.

3. POLICY STATEMENT

This policy is applicable to the installation of temporary and permanent signage that provides club information and/or acknowledgement of club sponsors on Council's community recreation facilities and infrastructure located within these, including sport grounds, stadiums, community halls, fencing, toilets, buildings, scoreboards and team shelters.

This policy does not extend to regulatory signs or any other signs installed and maintained by the Sorell Council. Some signage may require approval under the Tasmanian Planning Scheme – Sorell Local Provisions Schedule, in particular C1.0 Signs Code. Council will inform the applicant if sponsorship signage requires an additional Planning application.

4. CRITERIA FOR SPONSORSHIP SIGNAGE ON COUNCIL RECREATION FACILITIES

4.1. General conditions:

- a) Sponsorship signage must be free of advertisements associated with gambling, drugs, tobacco or alcohol related products or trademarks, adult entertainment material or other graphics/wording deemed offensive or discriminatory to others. Council reserves the right to remove or disallow any advertising deemed inappropriate.
- b) Clubs and organisations must seek Council's approval prior to installing any form of signage to ensure that the proposed signage meets the conditions outlined in this policy.
- c) It is the responsibility of the clubs and organisations to bear all costs in regards to signage installation, as well as to repair, replace or remove damaged or poorly maintained signs.

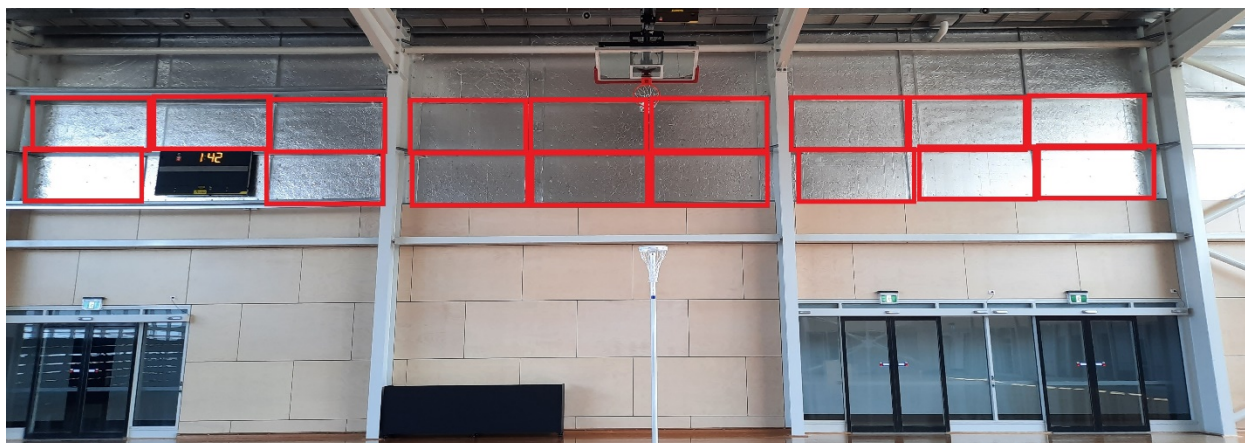
- d) Sponsorship signage is permitted with approval on the following:
- Around the playing area perimeter of each sport facility, facing inwards towards the playing field or the activity area (outdoor ovals, horse riding area, indoor and outdoor courts, etc);
 - On player shelters or officials structures, facing inwards towards the playing area;
 - On scoreboard structures, facing inwards towards the playing area;
 - Exterior perimeter fences, Council will need to determine that it is in the best interest of the complex as a whole (e.g. around the property boundary of the South East Sports Complex, at Pembroke Park reserve).
- e) Sponsorship signage is not permitted on the following:
- External building surfaces (walls and roofs), including clubrooms, change rooms, sheds and storage areas;
 - Entrance gates to the reserves or sports complex;
 - Soft netting structures, such as soccer goal nets or Australian rules nets behind the goals;
 - Public toilets;
 - Safety rails;
 - Sorell Council's signage.
- f) Free standing signage for sponsor advertising will not be permitted except where there is no perimeter fencing around the playing field or activity area, or extenuating circumstances can be demonstrated.
- g) If more than one club or organisation is using a designated area at the same time, sponsorship signage space is to be shared equally or on a seasonal basis.
- h) Sponsorship signage may need to be removed or covered between different sport seasons if requested.
- i) All fixed sponsorship signage is to be removed at the expiration of the sponsorship agreement between the club and the sponsor.
- j) In the scenario where clubs or organisations have engaged different sponsors from the same industry (conflicting sponsors) and signage is required to be displayed in the same facility, it is responsibility of the clubs and organisations to ensure their respective sponsors are informed of the situation and accept to

share sponsorship space. Council will only approve sponsorship signage in this scenario after receiving written acceptance between clubs and sponsors.

- k) During major events, such as national or international competitions where the overarching federation of each sport is the main organiser of the event, club sponsorship signage may be required to be removed or covered for the duration of the event, if the event organiser claims a conflict between their sponsors and club sponsors.
- l) Any costs associated with the removal or reinstallation of sponsorship signage will be charged to the clubs. Council will not be held liable for any claim made by an aggrieved sponsor where sponsorship signage considered by Council to be in breach of this policy has been removed.
- m) Should a club or organization erect permanent signage without Council's approval, the signs will be removed by Council and the costs involved will be charged to the clubs.

4.2. Special conditions for sponsorship signage in the South East Stadium

- a) Sponsorship signage at the indoor stadium facility will be permitted in the court area only, in the upper sections of the east wall and west wall. See image below.
- b) All signage produced for the stadium must fit in the rectangular space allocated by Council and must adhere to the specific size of 2400 mm by 1200 mm.
- c) Each anchor tenant club in the stadium will be reserved a central space on the eastern or western wall to install signage with the club logo and name.
- d) Council will organise the installation of sponsorship signage in the stadium upper walls, however, any machinery hiring costs incurred will be charged to the clubs.
- e) Sponsorship signage in other areas of the stadium will be allowed on a temporary basis for the duration of specific events and after seeking prior approval from Council.
- f) Council reserves the right to seek independent sponsors for the stadium and to allow for larger signage if entering into an agreement with a stadium naming rights sponsor.



4.3. Special conditions for sponsorship signage on outdoor sport facilities

- a) Sponsorship signage must be oriented towards the playing area and must not be principally aimed at people beyond the reserve or passing traffic.
- b) Sponsorship signage in the external side of the playing area perimeter fence, facing outwards, will only be permitted immediately in front of clubrooms or the main amenity building linked to the specific sport ground facility.

Sponsorship space at the South East Stadium

- c) Signage placed on perimeter fencing of any sport ground or court must not cover more than 50% of the total perimeter of the fence and must have a gap between signs to reduce the wind loading on the fence.
- d) Signage fixed to playing area fencing must not cover any gates or access points and must not extend above the top fence rail.
- e) Signage on player shelters and scoreboards will be permitted provided it does not detract from the main purpose of the structure.

4.4. Installation and maintenance

- a) Signage must be fastened in a safe and secure manner without damaging Council's property.
- b) All materials used in the construction and installation of all signage are to have no sharp or exposed edges and all other fixings (screws, nails, bolts ends, etc) shall not protrude from the installation surface.
- c) Signage must be professionally produced to a high standard to ensure the proposed signage does not have an adverse impact on the overall amenity of the facility.
- d) Signage must be maintained and inspected by the clubs on a regular basis to ensure that they are always in a safe and acceptable condition and represent no danger to the public. This includes the immediate removal of graffiti, damaged and broken signs.
- e) Free standing signs, when approved, must be installed by an approved contractor.

4.5. Temporary sponsorship signage

Temporary sponsorship signage for indoor and outdoor facilities is permitted during specific events under the following conditions:

- a) Signage must be securely anchored using weights or using non-permanent means in a manner that does not result in damage to that structure.
- b) Signage must be installed only for the purpose of the specific event or activity and must be removed and stored at the end of such event.
- c) Signage must not be placed in a way that impedes pedestrian movement along designated paths.
- d) Approval for all temporary signage must be obtained from Council prior to installation.
- e) Council will not be held liable for the theft of temporary materials, or for any damage to those materials, injury to persons or damage to property caused due to improper fastening of the temporary signage.

4.6. Existing sponsorship signage

- a) Clubs are expected to meet the conditions outlined in this policy for all displayed sponsorship installed after the date of adoption of this policy.
- b) Council staff will conduct regular inspections of all sport and recreation facilities and notify clubs when non-conforming sponsorship signage exists.
- c) Clubs will be provided with a period up to six months from receiving this notice to ensure that all existing displayed sponsorship signage complies with the conditions outlined in this policy.
- d) After one year, Council may commence removing any displayed sponsorship signage that does not meet the conditions outlined in this policy.
- e) Any alterations to or replacement of an existing sign must comply with this policy.

5. APPROVAL PROCESS FOR SPONSORSHIP SIGNAGE

Clubs and organisations are required to contact Council's community facilities staff prior to installing any form of sponsorship signage at a Council facility to ensure the proposed sign meets the conditions outlined in this policy.

An Application for Sponsorship Signage form will need to be completed and submitted to Council as part of the approval process.

Application for the installation and display of sponsorship signage must be addressed to the community recreation facilities department and include the following information:

- Documented sponsorship agreement between parties.
- Map and photos of the proposed location to install signage.
- Manufacturing materials specification of the signage.
- Graphic designs of the signage including logos, colour, wording and lettering style of the proposed signage.
- The means and method by which the signage is proposed to be secured and fastened, unless Council arranges installation (Eg: South East Stadium).

Council staff will respond in writing to all signage requests within 10 working days of receipt.

Applications will be approved at Council's absolute discretion. Council is not obliged to approve any proposal irrespective of compliance with the conditions outlined in this policy.

Council may cancel, suspend or amend the terms of an approval at any time, particularly if it considers a significant breach of the conditions has occurred or where a compliance request has been disregarded.

Should an approved sponsorship arrangement be affected by a facility closure or other unforeseen restrictions, Council will not compensate the club for any resulting loss of sponsorship.