

Sponsorship Policy



Version number	1.1
Approved by	Cabinet Member for Finance
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Effective from (<i>updated</i>)	23 July 2025
Guidance author	Procurement
Guidance owner	Chief Operating Officer

Summary and Scope

Hillingdon [Council's Strategy](#) sets out the ambitions for our residents and the council. It informs everything we do and sets out our key priorities from 2022 to 2026 with 5 key themes:

- **Safe and strong communities** - Hillingdon is a safe place with resilient, strong communities with access to good quality, affordable housing.
- **A thriving economy** - We are actively working with local businesses and partners to create a borough where businesses grow within a strong economy and local people can improve their skills and enjoy good quality jobs.
- **A digital enabled, modern well-run council** - We are a well-run, sustainable council with sound financial management, achieving positive outcomes for residents.
- **Thriving healthy households** - Children, young people, their families and vulnerable adults and older people live healthy, active and independent lives.
- **A green and sustainable borough** - Hillingdon will be a sustainable, carbon-neutral borough, protecting Hillingdon's heritage, built environment and valued green spaces. Residents will live in pleasant neighbourhoods with access to sustainable waste management and transport.

It reflects our role as one organisation which puts residents first. To ensure we remain true to our values and deliver the very best for our residents, this Sponsorship Policy provides a framework for how we are promoted and how we promote others: ethically, consistently and aligned to our values and principles. By applying this policy, we will:

Be consistent

- Establish a consistent approach and set of standards.
- Provide a framework of controls.
- Ensure compliance with legislation, advertising industry codes and other council policies, including our branding guidelines.

Protect reputations

- Safeguard and steward the image and environment of the borough.
- Uphold the council's reputation and corporate identity.
- Further our strategic vision and support our priorities by facilitating communication with our stakeholders

Boost opportunities

- Secure best value for money and maximise income.

- Support the development of our commercial partnerships with the private sector.

To sponsor something is to support an event, activity, person, or organisation financially or by providing products or services. It should be mutually beneficial. Sponsorship should not be confused with other types of funding which the council administers e.g. grants.

Sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organisation which offers in return, rights and association that may be used for commercial advantage in return for the sponsorship investment. For example, each year Hillingdon installs Christmas lighting in all 21 wards within the borough, comprising 28 lighting schemes. Sponsorship provides an opportunity for the council to raise funds towards the running of such initiatives whilst allowing businesses to have their name associated with the event.

Definition and Principles

Sponsorship is defined within this policy as:

“An agreement between the council and the sponsor, where the council receives either money or a benefit in kind for an event, campaign or initiative from an organisation or individual which in turn gains publicity or other benefits.”

This policy is in place to cover situations where the council is an owner of a sponsorship opportunity which an external individual, group or organisation may wish to take up.

When working with a sponsor, it will be essential that:

- Any agreement supports the council's strategic vision set out in the Council Strategy.
- It is compatible with its wider strategy and policy framework, including the [Constitution](#) and [Equality and Inclusion Policy](#).

The council will **not** permit sponsorship arrangements in the following situations:

- In all scenarios where it is legally permissible, the council will refuse applications from companies who are in dispute with the council or where there is pending/active legal action.
- When companies are in contract negotiation with the council where acceptance or advertising or sponsorship arrangements may be viewed as an endorsement of a bid.

The council will uphold the national Code of Recommended Practice on Local Authority Publicity. This means that the council is not able to enter into sponsorship agreement which connects the council with lending support to any political party.

Whether sponsorship is a suitable method for achieving our objectives, or whether external requests to use council-owned platforms should be approved, will be decided on a case-by-case basis on the merits of each opportunity or request.

The use of branding and logos of any sponsoring company must be compatible with the council's corporate branding guidelines as agreed by Corporate Communications Team .

The size and positioning of sponsors' logos on any promotional material, goods or signage must be considered by the appropriate lead officer in conjunction with the council's Communications team.

The council welcomes all opportunities to work with sponsors where such arrangements support its values, strategic goals, corporate objectives and/or helps drive forward the council's aspirations.

The council will not permit any sponsorship that represents a conflict of interest or is likely to cause serious or widespread offence. Particular care will be taken in relation to race, age, religion or belief, sex, sexual orientation, disability, gender identity or gender expression, pregnancy or maternity and marriage or civil partnership.

When considering sponsorship opportunities, we will ensure that:

- It maximises the opportunities to attract commercial revenue for appropriate events, campaigns or initiatives
- The council's position and reputation is adequately protected
- An appropriate return on investment is sought
- A consistent and professional approach is adopted in the development of sponsorship agreements
- It protects elected councillors and officers from potential allegations of inappropriate dealings or favouritism with sponsors
- It fulfils the council's operating principles set out in the Council Strategy

All sponsorship arrangements (excluding those made by a third party under a formally procured contract or concession arrangement) must be governed in accordance with the Procurement Contract Standing Orders for tender approvals.

Responsibilities & Ownership

The owner of this policy is Chief Operating Officer. All council services, employees and elected councillors (when acting in an official capacity for or on behalf of the council) must comply with this policy.

Officers from Communications Team, Procurement, Finance and Legal are all expected to support to those officers who are seeking to utilise the Policy to put in place sponsorship arrangements.

Approval

The Sponsorship Policy is governed in accordance with the Procurement Contract Standing Orders. This means that approval thresholds are in line with those set out for tender approvals. These are as follows:

- Sponsorship Income £0 - £99,999 – Approval of your Corporate Director
- Sponsorship Income £100,000 - £749,999 – Cabinet Member Approval

Approver(s) have noted the consultations undertaken by Communications, Procurement and Legal and confirm acceptance of the sponsor, proposed sponsorship material and value of sponsorship arrangements.

Appendices

Appendix B – Sponsorship Policy Officer Checklist

[Sponsorship Policy – Officer Checklist.docx](#)

Appendix C – Sponsorship Register

[Sponsorship Register v 1.1 \(July 25\).xlsm](#)