

## SIGNS – CRITERIA FOR SPONSORSHIP ON SPORTING GROUNDS

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### PURPOSE

[the purpose/reason for the policy]

### POLICY STATEMENT

- (1) That Council allows sponsorship signs on Council reserves in the name of the major sponsor of a sporting/community organisation where the following criteria are satisfied:-
  - (a) No sponsorship being accepted relating to tobacco and alcohol products.
  - (b) The sponsor's name is contained on the same sign as one identifying the organisation being sponsored.
  - (c) The total sign is designed and coloured as a single sign and such design, colours and area size blend with and complement the locality.
  - (d) Only one sign per organisation is displayed.
  - (e) The name of the sponsor does not cover more than 25% of the sign area.
  - (f) The sign shall not be illuminated.
  - (g) The wording of the sign shall not be visible from any public road adjoining a reserve and shall not restrict traffic sight lines at intersections or conflict with traffic control devices within a reserve.
  - (h) The sign is located to the satisfaction of Council officers.
  - (i) Signs to be satisfactorily maintained at all times by the organisation at its own cost.
  - (j) All applications for sponsorship signs meet Council's building and planning requirements before being recommended for approval by the Development Assessment Commission.
  - (k) All signs which have been erected without Council approval be removed by the organisation at its cost if any such signs do not comply with Council policy or development requirements.
  - (l) Council will not advertise / or accept advertising on any Council controlled signage on Council property by companies whose main business is the extraction or sale of coal, oil and gas.
- (2) That directional signs advertising a sporting/community facility be permitted provided such signs carry no sponsorship advertising and signs be provided for and erected by Council in accordance with Council standards and the requirements of Council's Development Plan.

**POLICY REVIEW**

This Policy will be subject to review every four (4) years or sooner at the discretion of the relevant General Manager.

The CEO has delegated authority to endorse any amendments to the Policy that do not vary the intent of the policy.

**RESPONSIBLE OFFICER/DEPARTMENT**

[List the department/s and/or officer/s responsible for the implementation of the policy]

**ADDITIONAL CROSS REFERENCES**

[cross reference to Delegations Manual, relevant Acts, specific procedure manuals etc]

**DOCUMENT ID**

241359

*Key Words: (To enable a word search)*

**COMMITTEE:**

**ADOPTED BY COUNCIL: Prior to 1989**

**UPDATED:****REVIEW DATE:****VERSION HISTORY**

<b>VERSION</b>	<b>AUTHOR(S) POSITION</b>	<b>CHANGES</b>	<b>DATE</b>
1	Property Management	New Policy	Prior to 1989
2	Governance Officer	Refer to Full Council Resolution 12 November 2019 Item 9.4	12 November 2019
3	Council Member Support	Refer to Full Council Resolution 12 September 2023 Item 13.2 (Addition of (1)(k))	26 April 2024