



Wells City Council

Sponsorship Policy

Purpose	To define consistent sponsorship opportunities and associated transparency
Additional Papers	In line with the Council's Standing Orders and Finance Regulations
Reviewed By	Full City Council
Adopted	June 2026
Review Date	June 2027

Wells City Council Sponsorship Policy

1. Purpose

This policy sets out the principles and process for securing sponsorship to support Wells City Council services, initiatives, and events.

The Council recognises that sponsorship can:

- reduce financial pressure on Council budgets,
- enhance public services and events,
- strengthen relationships with local businesses and organisations,
- and create opportunities for investment in the City of Wells.

All sponsorship arrangements must support the public interest and protect the integrity and reputation of the Council.

2. Definition of Sponsorship

Sponsorship is defined as a financial or in kind contribution provided by an external organisation in return for agreed recognition or promotional opportunities.

Sponsorship does not provide any influence over Council policy, decision making, or service delivery.

3. Sponsorship Principles

When considering sponsorship opportunities, the Council will ensure that:

- Sponsorship supports Council objectives including community wellbeing, environmental responsibility, tourism, inclusion, and enhancement of public spaces.
- All arrangements are transparent, properly documented, and made in the public interest.
- Sponsors do not influence Council policies, operational decisions, or governance.
- Sponsorship opportunities are promoted fairly where appropriate.
- Sponsor recognition remains proportionate and suitable to the character of Wells.
- Sponsorship aligns with appropriate environmental and social responsibility standards.

4. Restrictions on Sponsorship

The Council reserves the right at any time within the sponsorship arrangement to refuse any sponsorship for certain products, this may include, but is not limited to:

- tobacco,
- gambling,
- unauthorised financial services,
- environmentally harmful industries,
- or other organisations considered unsuitable by the Council.

Alcohol-related sponsorship may be considered on a case-by-case basis, subject to appropriate safeguards.

5. Sponsorship Opportunities

Sponsorship may be sought for a range of Council services and initiatives, including:

- Planting (previously Wells in Bloom),
- Markets and Events,
- Christmas lights,
- Play areas,
- Street furniture,
- Public conveniences,
- Trees and other planting schemes,
- and other public-facing initiatives.

All sponsorship arrangements must remain appropriate to the character and appearance of the City.

6. Sponsorship Process

The Council will maintain a fair and transparent process for identifying, assessing, approving, and managing sponsorship opportunities.

This process will include:

1. Identification of sponsorship opportunities;
2. Public advertisement of opportunities where appropriate;
3. Assessment of suitability, value, and reputational considerations;
4. Approval through the appropriate Council process;
5. Formal written agreements;
6. Ongoing monitoring and review.

Council officers may approve lower value and low risk sponsorship arrangements within delegated authority. Significant or sensitive arrangements will require Finance Committee or Full Council approval.

7. Sponsorship Agreements

All sponsorship arrangements must be supported by a written agreement setting out:

- the sponsorship contribution,
- recognition and branding arrangements,
- duration of the agreement,
- responsibilities of each party,
- review arrangements,
- and termination provisions.

8. Termination and Reputational Protection

The Council reserves the right to immediately suspend, terminate, or decline any sponsorship arrangement where a sponsor's actions, conduct, business activities, or public association may reasonably:

- bring the Council into disrepute,
- conflict with the Council's values or objectives,
- damage public confidence,
- or negatively impact the reputation of the City of Wells.

This includes circumstances arising during the term of a sponsorship agreement, regardless of whether such matters were known at the commencement of the arrangement.

The Council may exercise this right at its sole discretion and without compensation beyond any contractual obligations already incurred.

9. Monitoring and Reporting

The Council will maintain a Sponsorship Register to ensure complete transparency and accountability, all sponsorships accepted by the Council will be subject to an ongoing review and oversight and the recording of:

- sponsor details,
- value of sponsorship,
- duration,
- and approvals obtained.

Sponsorship activity will be reported periodically to the Finance Committee to ensure appropriate oversight and accountability.

Records relating to sponsorship agreements will be retained in accordance with the Council's document retention requirements.

10. Draft Fee Schedule

A fee schedule will be maintained to support consistency and transparency in the valuation of sponsorship opportunities.

Fees will be informed by:

- the visibility and scale of the opportunity,
- expected audience reach,
- branding opportunities provided,
- duration of sponsorship,
- and benchmarking against comparable organisations.

The fee schedule will be reviewed periodically.

Sponsorship Fees (Per Annum)

Opportunity	Indicative Fee
Wells in Bloom – Main Sponsor	£3,000
Wells in Bloom – Hanging Basket	£50
Wells in Bloom – Pyramids / Beds	£200
Wells in Bloom – Poles and Planters	£150
Play Parks – Capital Sponsorship	£1,000–£5,000
Play Parks – Maintenance Sponsorship	£250–£1,000
Public Conveniences – Poster Advertising	£40
Christmas Lights Sponsorship (per string)	£1,000
Markets Sponsorship (Whole Market)	£10,000
Market Sponsorship (Part Market)	£1,500–£5,000

Fees are subject to review.

11. Sponsorship Publication

Part of your sponsorship will include the publication of your business name within a sponsorship page on the Councils website, as well as any applicable publications.

Where sponsorship is for a Wells in Bloom based function, the offer of a plaque which will include the name of the sponsor only will be provided at an additional cost of £10 for the original and any subsequent replacements.

12. Sponsorship Reporting Schedule

A reporting schedule will be maintained to monitor active and proposed sponsorship arrangements.

This will support:

- financial oversight,
- performance monitoring,
- transparency,
- and future sponsorship planning.

Relevant updates will be reported to the Finance Committee on a periodic basis.