

# Sponsorship Policy for Master Licence Agreement Licensees

## Operating Policy



### Purpose

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The purpose of this policy is to provide the terms under which a Licensee may promote and activate its sponsor relationships during its hiring period. This is to ensure:

- a) Licensees have clear guidelines for sponsor promotion and activation at Arts Centre Melbourne venues
- b) Arts Centre Melbourne meets its contractual obligations to its corporate partners
- c) Arts Centre Melbourne's other Supporters are not adversely affected

### Scope

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This policy applies to all licensees of an Arts Centre Melbourne Master Licence Agreement (MLA).

### Procedure

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#### 1 Location of Sponsor Promotion and Activation

- 1.1 A Licensee may promote and activate its sponsorships within the Licensed Areas, during the specified times set out in the Details section of their MLA, subject to item 3.1 of this Policy.
- 1.2 Sponsorship promotion and activation by, or on behalf of, the Licensee will not be permitted in any Arts Centre Melbourne spaces (i.e. all spaces under the control of Arts Centre Melbourne, be they public or private spaces located in either indoor or outdoor areas at the Centre) that do not form part of the Licensed Areas.
- 1.3 Arts Centre Melbourne can promote and activate its Supporters and/or trade in any spaces outside of the Licensed Areas at any time.
- 1.4 All Arts Centre Melbourne Owned and Controlled Advertising and Marketing Channels will not carry any Licensee corporate sponsor logo or promotion where the sponsor is conflicting to Arts Centre Melbourne's Principal Partner.

#### 2 Sponsor Acknowledgement on tickets produced by Arts Centre Melbourne and Arts Centre Melbourne's contracted third party ticketing agencies

- 2.1 Arts Centre Melbourne will not carry Licensee sponsor logos on any Arts Centre Melbourne produced tickets or tickets produced by Arts Centre Melbourne's contracted third party ticketing agencies.
- 2.2 Arts Centre Melbourne will not carry Licensee sponsor line credits on any Arts Centre Melbourne produced tickets or tickets produced by Arts Centre Melbourne's contracted third party ticketing agencies, except where the following two conditions are met:
  - A Licensee sponsor has naming rights for an event and the event name includes the sponsor name; and
  - The event is a free event.

In such cases the Licensee sponsor credit can appear in the event 'title' text line only.

- 2.3 The tickets referred to in points 2.1 and 2.2 include ticket stock, customer self-printed, virtual/mobile tickets and any other form of ticket produced by Arts Centre Melbourne or Arts Centre Melbourne's contracted third party ticketing agencies.

### **3 Approval of Sponsor Promotion and Activation inside the Licensed Areas and designated times.**

- 3.1 The Licensee must obtain written approval from their Arts Centre Melbourne Account Manager before any sponsor signage is displayed or other sponsor promotion or activation is commenced in the Licensed Areas. Arts Centre Melbourne reserves the right to decline approval of the sponsor signage, display or other promotion or activation activity for reasons which include but are not limited to:

- It will prejudice the interests of Arts Centre Melbourne or any of Arts Centre Melbourne's Supporters;
- It will call into question or cause embarrassment or detriment to the reputation of Arts Centre Melbourne or any of Arts Centre Melbourne's Supporters;
- It will cause a nuisance, impede traffic flow or otherwise affect the safe and efficient day to day operations of Arts Centre Melbourne;
- Contains offensive material or is likely to cause danger or harm to persons;
- It will obstruct any piece of art work, signage or other material or item displayed at Arts Centre Melbourne; or
- It does not comply with the terms of the MLA.

### **4 Sponsor Representations**

- 4.1 Any acknowledgement or promotion of the Licensee's sponsors must be made solely in connection with the Licensee and/or the Licensee's event and not Arts Centre Melbourne generally.
- 4.2 At all times the Licensee or any of its sponsors must not by words or conduct represent that it is a sponsor of Arts Centre Melbourne in any way.
- 4.3 Arts Centre Melbourne reserves the right, at the Licensee's cost, to order and effect an immediate stop to any signage advertising, display or promotional activity for reasons that include but are not limited to those outlined in 3.1.
- 4.4 All Arts Centre Melbourne Intellectual Property remains in the ownership and copyright of Arts Centre Melbourne

### **5 Policy variation**

- 5.1 Arts Centre Melbourne reserves the right to vary this policy at its discretion. Variations can be made by the Trust in accordance with the terms of the MLA.

## Attachment A – Definitions

Key Term	Definition
<b>Activation</b>	Any activity related to the promotion of a sponsor including strategies to generate awareness of a sponsor brand.
<b>Arts Centre Melbourne Owned and Controlled Advertising and Marketing Channels</b>	<p>This includes Arts Centre Melbourne owned, produced and controlled marketing services and collateral including, but not limited to, promotion through the following channels:</p> <ul style="list-style-type: none"> <li>• On-site signage approved and installed at the Centre at the direction of Arts Centre Melbourne employees, or contractors engaged directly by Arts Centre Melbourne, including backlit posters, digital screens, flags and banners</li> <li>• Arts Centre Melbourne printed publications</li> <li>• Arts Centre Melbourne Website</li> <li>• Arts Centre Melbourne Social Media</li> <li>• Arts Centre Melbourne electronic direct mail</li> <li>• Tickets produced directly or on behalf of Arts Centre Melbourne</li> </ul>
<b>Arts Centre Melbourne Principal Partner</b>	Where Arts Centre Melbourne enters into arrangements with a principal supporter, this organisation will be listed as a Principal Partner on the Arts Centre Melbourne website. (See link under Supporters below.)
<b>Centre</b>	<p>"Centre" means the Arts Centre Melbourne at 100 St Kilda Road, Melbourne, Victoria, 3004 and includes:</p> <ul style="list-style-type: none"> <li>• the Sidney Myer Music Bowl; and</li> <li>• Arts Centre Melbourne car park at 1-9 Sturt Street</li> </ul>
<b>Licensed Areas</b>	The Venue, the Additional Areas, the Additional Facilities and the Function Rooms specified in the Details section of the Licensee's MLA
<b>Promotion</b>	<p>Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. This includes all promotion through Arts Centre Melbourne Owned and Controlled Advertising and Marketing Channels.</p> <p>Promotion activity includes, but is not limited to, advertising through the following mediums:</p> <ul style="list-style-type: none"> <li>• Tickets</li> <li>• Wall posters, backlit posters, pull-up banners, and other signage</li> <li>• Websites, digital communications, social media and other digital platforms</li> <li>• Marketing collateral including print and digital and other media to support the sales of a product or brand.</li> </ul>
<b>Sponsor</b>	An organisation that provides funds or support for a particular project or activity carried out by another organisation.
<b>Sponsorship Activation</b>	The activities a company conducts to promote its sponsorship.

<b>Supporters</b>	<p>Arts Centre Melbourne is supported by a suite of corporate partners, corporate members, official suppliers, donors, patrons, members and foundations, collectively referred to herein as Supporters.</p> <p>See <a href="http://www.artscentremelbourne.com.au/support-us/corporate-partners">http://www.artscentremelbourne.com.au/support-us/corporate-partners</a> for a full suite of partners.</p>
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## Supporting Documentation

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### a) Forms and Records Management

Forms or records that are generated by the policy are as follows:

Form	Retention Period	Location
Written approval of presenter or hirer sponsor signage, other promotion or activation activity	3 years	Corporate Partnerships

### b) Related Policies and Operating Procedures

Policy or Operating Procedure
Arts Centre Melbourne's Master Licence Agreement Arts Centre Melbourne's Non Performance Licence Agreement Arts Centre Melbourne Marketing Policy

## Governance

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### a) Responsibility

<b>Policy Owner</b>	Director, Development
<b>Approving Executive</b>	Executive, Development and Audience Engagement

### b) Version Control and Change History

	Approval Date	Approved by	Amendment
1.0	June 2007	Trust	Original Document
2.0	August 2008	Heather Walker	Policy Review and Update
3.0	April 2009	Heather Walker	Policy Review and Update
4.0	June 2013	Louise Georgeson	Policy Review and Update
5.0	August 2015	Executive Director, Development and Audience Engagement	Policy Review and Update including ACM Owned and Controlled Advertising and Marketing Channels, Arts Centre Melbourne Principal Partner, and Promotion sections.
5.0	March 2017	Executive Director, Development and Audience Engagement	Reviewed – no changes.
<b>Post Implementation Review</b>			
Due Date			March 2019