

Namakwa District Municipality Sponsorship and Partnership Guidelines

Purpose

The Namakwa District Municipality Sponsorship and Partnership Guidelines provide a clear framework for how the municipality engages with and manages sponsors and partners. These guidelines outline the criteria for selecting partners, communication strategies, branding protocols, and acknowledgment procedures to ensure that all collaborations align with the municipality's values and objectives.

1. Criteria for Selecting Partners and Sponsors

The Namakwa District Municipality seeks to build partnerships and secure sponsorships that align with its strategic objectives, values, and commitment to community development. The following criteria will be used to select suitable partners and sponsors:

1.1 Alignment with Municipal Values

- The partner or sponsor should share or complement the municipality's values, particularly in areas such as sustainability, social development, community well-being, and good governance.
- Sponsors with conflicting interests or controversial reputations will be avoided to maintain public trust.

1.2 Contribution to Municipal Objectives

- Partners and sponsors should contribute to the municipality's key objectives, such as improving service delivery, economic development, environmental sustainability, or community empowerment.
- The sponsor's products, services, or mission should benefit the residents of the district or enhance the quality of municipal programs.

1.3 Financial and Reputational Stability

- The municipality will only engage with financially stable sponsors and reputable organizations with a proven track record of corporate social responsibility.
- Thorough background checks and reputation audits will be conducted to ensure that potential partners do not pose reputational risks.

1.4 Legal and Ethical Considerations

- Partners and sponsors must comply with all legal and ethical standards, including anti-corruption, human rights, and environmental regulations.
- Partnerships or sponsorships involving entities engaged in activities contrary to municipal laws or community welfare will be rejected.

1.5 Community Impact

- Potential partnerships should provide tangible benefits to the community, whether through funding for local projects, support for vulnerable groups, or the provision of essential services.
 - Sponsorships that promote harmful products or services (such as tobacco, alcohol, or gambling) will not be accepted, particularly for events targeted at youth or sensitive populations.
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2. Communication and Branding Guidelines for Sponsored Events or Programs

Clear and consistent branding is crucial for maintaining the integrity of both the municipality and its partners during sponsored events or programs. The following guidelines must be adhered to:

2.1 Municipality and Sponsor Branding

- **Co-branding:** Sponsored programs and events should feature both the municipality's and the sponsor's logos. The logos must be of equal prominence, unless otherwise specified in the sponsorship agreement.
- **Brand Integrity:** All visual representations of the municipal logo and name must adhere to the Namakwa District Municipality's official brand guidelines, ensuring consistency in font, color, and logo placement.
- **Approval of Materials:** The municipality reserves the right to review and approve all promotional materials, signage, and communications that feature the Namakwa District Municipality's logo or name.

2.2 Tone and Messaging

- **Consistent Messaging:** The municipality will ensure that all communication related to sponsorships or partnerships reflects the organization's values and objectives, emphasizing the community-focused goals of the partnership.
- **Sponsor Acknowledgment:** All messaging related to sponsored events should acknowledge the sponsor's contribution in a positive and respectful manner without compromising the municipality's independence or integrity.

2.3 Sponsorship Placement

- **Event Signage:** For municipal events, sponsors' logos and names will be displayed on event banners, podiums, backdrops, and programs. The placement of sponsor logos will depend on the level of sponsorship (e.g., primary sponsor, secondary sponsor, etc.).
- **Online Presence:** Sponsors will be acknowledged on the municipality's website and social media platforms in conjunction with the event or program they are sponsoring.
- **Printed Materials:** Sponsors will be acknowledged in all printed materials, such as brochures, flyers, and annual reports, where applicable.

2.4 Use of Social Media and Digital Platforms

- Sponsors will be tagged in relevant social media posts, with brief messages of thanks or acknowledgment posted in line with municipal social media policy.
 - For major sponsorships, the municipality may create dedicated social media campaigns or posts highlighting the sponsor's role and contribution.
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3. Acknowledging Sponsors in Media and Communications

It is important to publicly acknowledge sponsors and partners in ways that recognize their contributions without overwhelming municipal messaging. The following guidelines will ensure appropriate acknowledgment:

3.1 Media Releases

- **Press Releases:** Sponsors and partners will be acknowledged in official press releases related to the event or program they support. Sponsors' names and logos may be mentioned in the introductory paragraphs or included in a dedicated 'Acknowledgments' section.

Example:

"The Namakwa District Municipality is pleased to announce the successful conclusion of [event/program], made possible by the generous support of [Sponsor's Name]."

3.2 Public Statements and Speeches

- During events, municipal representatives will acknowledge the sponsor or partner by name during opening remarks or speeches.

Example:

"We would like to extend our sincere thanks to [Sponsor's Name] for their invaluable support of today's event. Their contribution has helped us make this initiative a success for our community."

3.3 Website and Social Media Acknowledgment

- The municipality will publish acknowledgments on its website and Facebook page, which may include sponsor logos and links to the sponsor's website.

Example:

"We would like to thank our sponsors, [Sponsor's Name], for their generous support in making [event/program] possible. For more information about their services, visit [Sponsor's Website]."

3.4 Event Programs and Brochures

- Sponsors will be acknowledged in event programs, brochures, or pamphlets. Depending on the sponsorship level, sponsors may be given full-page ads or special mentions in these materials.

3.5 Post-Event Reports

- Following major events, the municipality will distribute post-event reports to sponsors, providing an overview of the event's success and highlighting the sponsor's role. These reports may include media coverage, photographs, and feedback.
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4. Templates for Partnership Announcements and Press Releases

Below are sample templates that can be customized for partnership announcements and sponsorship press releases.

4.1 Partnership Announcement Template

FOR IMMEDIATE RELEASE

Date: [Insert Date]

Namakwa District Municipality Announces New Partnership with [Partner's Name]

Namakwa District Municipality is pleased to announce an exciting new partnership with [Partner's Name], aimed at [briefly describe the objective or focus of the partnership]. This collaboration will bring [describe the anticipated benefits or outcomes of the partnership].

[Partner's Name] shares our commitment to [highlight shared values or goals], and together, we look forward to achieving [specific goals] for the benefit of our community.

[Insert Quote from Executive Mayor or Municipal Representative]

We are confident that this partnership will bring long-term benefits to the residents of Namakwa District and contribute to [mention any long-term goals].

For more information, please contact:

[Name, Title]

[Phone Number]

[Email Address]

[Website]

4.2 Sponsorship Acknowledgment Press Release Template

FOR IMMEDIATE RELEASE

Date: [Insert Date]

Namakwa District Municipality Thanks [Sponsor's Name] for Supporting [Event/Program Name]

The Namakwa District Municipality extends its heartfelt thanks to [Sponsor's Name] for their generous sponsorship of [event/program name]. Their support has made it possible to [briefly describe the significance of the sponsorship].

[Insert Quote from Executive Mayor or Municipal Representative]

With [Sponsor's Name]'s sponsorship, [describe the outcomes or success of the event/program], benefiting [mention specific groups or the community as a whole].

For more information, please contact:

[Name, Title]

[Phone Number]

[Email Address]

[Website]

5. Conclusion

The Namakwa District Municipality is committed to maintaining strong, mutually beneficial relationships with sponsors and partners. By adhering to these guidelines, the municipality ensures transparency, accountability, and positive outcomes in all sponsorship and partnership endeavors. These relationships will contribute to the success of municipal events and programs while fostering long-term community development.

Prepared by: Public Relations Officer

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