

# PEMBURY PARISH COUNCIL

Working for Pembury People



# Advertising & Sponsorship Policy

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1.0	09/07/2018	01/07/2020
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# Advertising Policy

## 1. Introduction

- 1.1. The Pembury Village News (PVN) is distributed to all households in Pembury.
- 1.2. The PVN is published quarterly in December, March, June and September.
- 1.3. Copy deadlines are 1 November, 1 February, 1 May and 1 August.

## 2. Advertising

- 2.1. This policy assumes that all advertising presented falls within the rules and guidelines laid down by the Advertising Standards Authority and British Codes of Advertising, Sales Promotion and Direct Marketing. The basic principles of the codes are that advertisements should be:
  - 2.1.1. Legal, decent, honest and truthful
  - 2.1.2. Prepared with a sense of responsibility to consumers and society
  - 2.1.3. In line with generally accepted standards of fair competition in business
  - 2.1.4. Reflect the spirit as well as the letter of the codes.
- 2.2. No more than 13 pages of the overall newsletter space will be used for advertisements.
- 2.3. Adverts should be placed for the whole year from January.
- 2.4. If there is advertising space available, orders for additional adverts may be placed throughout the year for the remainder of the year.
- 2.5. Inserts are not allowed except for those provided by the Council.
- 2.6. Community, not for profit groups from Pembury may advertise their activities and events free of charge subject to availability of space and at the sole discretion of the Council.
- 2.7. Final editorial discretion stays with the editor in consultation with the PVN Advisory Group, who reserves the right to decline any advertisement from any organisation for any reason without recourse.
- 2.8. The terms and conditions (appendix 1) and advertising rates will be reviewed annually by the Council.

## APPENDIX 1

### **Pembury Village News Terms and Conditions**

1. All advertisements accepted for publication by Pembury Parish Council ('the Council') in any of its publications are accepted subject to these terms and conditions. Any other conditions proposed by the advertiser shall be void unless accepted by the Council in writing.
2. In these conditions:  
  
**"Advertisement"** means display or text advertising.  
  
**"Advertiser"** means the person/party placing the order for the insertion of the advertisement.  
  
**"The Council"** means Pembury Parish Council  
  
**"Newsletter"** means the Pembury Village News (PVN) newsletter intended to display the advertisement.
3. The advertiser warrants that the advertiser contracts with the Council as principal, notwithstanding that the advertiser may be acting directly or indirectly for a third party in a representative capacity.
4. The advertiser warrants the advertiser is entitled to place the advertisement in the PVN and is liable for the Council's charges for the advertisement.
5. All advertisements are accepted subject to space being available in the newsletter. Unless agreed specifically in writing, the Council cannot guarantee the position of any advertisement in the newsletter.
6. All advertisements must comply with the Council's Advertising Policy (notwithstanding any Council approval):
7. Advertisements are subject to the prior approval of the Council and must always be recognizable as such and not resemble editorial matter.
8. All claims made in any advertisement must be capable of being supported by appropriate evidence which must be made available to the Council immediately on request. The publication of an advertisement does not constitute endorsement of the advertiser, its products or services.
9. Advertisements will only be accepted on payment with order. Space reserved by an advertiser must be paid in full where the advertisement is not published due to an act or omission by the advertiser.
10. The Council reserves the right to increase advertisement rates at any time or to amend the terms and conditions at any time.

11. The Council will not be liable for any loss or damage caused by amendment, error, late publication or non-publication from any cause whatsoever.
12. Without prejudice to any other condition, if an advert is omitted in error from a publication (other than the advertiser's error) the Council will offer the advertiser a refund of the proportion of the total cost based on the number of editions missed.
13. It is the advertiser's responsibility to provide a high resolution image of their advertisements in either a .pdf or .jpeg format. The Council is not responsible for poor reproduction quality if a suitable quality advertisement is not provided.
14. The Council will not accept liability for any error on the part of third parties or due to inaccurate instructions.
15. Cancellation or suspension of an advertisement by the advertiser will not be accepted after the deadline for receipt of copy and the advertiser will be liable for the cost.
16. The Council reserves the right to omit or suspend an advertisement at any time for good reason (without liability to the advertiser) and shall notify the advertiser as soon as possible. If such omission or suspension is due to the act or default of the advertiser or their representative/agent, the advertiser shall pay for the advertisement in full notwithstanding that the advertisement has not been published.
17. The advertiser will indemnify the Council from and against any claim that an advertisement infringes the copyright, trademark or other intellectual property rights of any person or that it is defamatory or infringes any other right of any person. The Council reserves the right to withdraw and/or refuse to publish an advertisement, without liability to the advertiser, if it reasonably believes the advertisement may make the Council or the advertiser liable to any complaint, claim or proceedings.

## **Sponsorship Policy**

### **1. Policy**

- 1.1. This policy sets out the Council's definition of sponsorship and the terms upon which sponsorship may be sought and accepted by them.

### **2. Definition**

- 2.1. For the purposes of this policy, sponsorship is defined as "an agreement between Pembury Parish Council (the Council) and the sponsor, where we receive either money or a benefit in kind for an event, campaign, or initiative from an organisation which in turn gains publicity or other benefit.

### **3. Objectives**

- 3.1. To ensure our position and reputation are adequately protected in sponsorship agreements.
- 3.2. To ensure we adopt a fair, consistent, and professional approach towards sponsorship.
- 3.3. To ensure best value is obtained and provided in sponsorship arrangements, including any arrangements made where we receive either money or benefits in kind.

### **4. General Principle**

- 4.1. We will actively see opportunities to work with both local and national organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with our core values.
- 4.2. We welcome opportunities to work in such partnerships. We will not, however, put ourselves in a position where it might be said that such partnership has, or might have or may be thought to have:
  - 4.2.1. Influenced the Council or its officers in carrying out its statutory functions to gain favourable terms from the Council on any business or other agreement.
  - 4.2.2. Aligned the Council with any organisation which conducts itself in a manner which conflicts with our values.
- 4.3. The Council will not consider agreements for sponsorship from:
  - 4.3.1. Organisations not complying with the code of Practice of the Advertising Standards Authority.
  - 4.3.2. Organisations in financial, planning, legal or other conflict or dispute with the Council
  - 4.3.3. Organisations with a political purpose, including pressure groups and trade unions.
  - 4.3.4. Organisations involved in the promotion of any activity that is unlawful under the Equality and Diversity legislation.
  - 4.3.5. Organisations with any record of unlawful activity either in the past or currently in the judicial system.
  - 4.3.6. Organisations involved in gambling or the production and sale of weaponry including firearms.
  - 4.3.7. Manufacturers of tobacco, alcohol, or pornography.

- 4.4. The above list is not exhaustive, and we retain the right to decline sponsorship from any organisation or individual or in respect of products or services which we, at our sole discretion, consider inappropriate.
- 4.5. We will agree with the sponsor the nature and content of the publicity and will retain the right to approve all advertising material.
- 4.6. We will accept sponsorship from Councillors and Officers and organisations for which they work or are involved with. However, the Council's Code of Conduct will apply, and any individual involved will not take part in discussions or the decision making process.

## **5. Procedures for Sponsorship**

- 5.1. Before seeking sponsorship, Officers must consider this policy document and follow the guidelines provided.
- 5.2. All sponsor bids shall be approved by Full Council.
- 5.3. It is recommended that all potential sponsors are referred to this policy. Before agreeing to any sponsorship opportunity all financial costs must be identified including the equivalent value of any sponsorship in kind.

## **6. Disclaimer**

- 6.1. Acceptance of sponsorship does not imply endorsement of products or services by the Council.
- 6.2. The Council provides no guarantee to the sponsor as to the success or otherwise of any publicity or other sponsorship opportunities. No refunds will be provided by the Council in these circumstances.

## **7. Conflict of interest**

- 7.1. Councillors and Officers are required to declare in advance if they have any personal interests, involvement or conflicts of interest and will take no part in the consideration of sponsorship with that organisation.