



**Kidwelly**  
Town Council

# Policy

## Commercial Advertising & Sponsorship

### Community Partner Scheme

In order to support the activities of the Council, particularly with regards to capital investment, the council will look to supplement funds through commercial sponsorship, advertising and trade exchange through its 'Community Partner' Scheme

Subject to any necessary approvals necessary by other bodies, these activities may include, but are not limited to:

- Sponsorship: Event sponsorship (such as carnivals, festivals and markets), floral enhancements, Christmas and other celebrations.
- Advertising: On council publications such as newsletters and websites; and on council assets such as lampposts, buildings, noticeboards, signage and other structures.
- Trade Exchange: Where goods and services are provided at a discounted rate to the council in return for promotion and recognition for the supplier.

The Council looks to support and promote local businesses and organisations, and as such it will give priority to these when offering commercial opportunities where legally permitted.

In return businesses gain increased brand awareness as an organisation that is integral to the local community.

Any commercial opportunity must be ratified by members, and the Council reserves the right to refuse any commercial opportunity or partner that they deem to be at odds with the council's own ethos.

### Council sponsorship of community events and organisations

The council provides funds to a number of local constituted organisations and groups to help support them in delivering community activities.

Any funding is conditional to the Council gaining recognition for that funding, which should include the council logo and the phrase 'Supported by Kidwelly Town Council' or 'Part-Funded by Kidwelly Town Council' whichever better reflects the funding arrangement.