



# Sponsorship Policy

Bridgwater Town Council

January 2026

# Sponsorship Policy

In special circumstances, the Bridgwater Town Council (BTC) can choose to sponsor individuals or support events that fall outside of the usual grant criteria. The objective of this sponsorship is to contribute to the benefit of the community and residents of Bridgwater and the surrounding area by supporting free-entry events. The council champions local talent and welcomes applications for sponsorship from individuals, such as gifted young athletes, who can demonstrate exceptional achievement in their sport. Additionally, the council actively supports local groups and associations through their sponsorship fund.

The BTC Grants Sub-Committee will meet twice a year, with application deadlines set one month prior to each meeting. During these sessions, the committee will review new applications for sponsorships and monitor ongoing or completed sponsorship activities. The council reserves the right to award part of the requested sponsorship funding which will be agreed after presenting it for the approval of members.

## Application Process

All sponsorship applications must be made **online** using the appropriate form (found here). If it is not possible for applicants to complete the online form a printable version is available (here). Printed forms must be submitted by post to the Fundraising Officer with the requisite supporting documents. Incomplete applications will be returned for completion. Please bear in mind that applications will be reviewed shortly before issuing the meeting agenda, so any delay caused by incomplete forms may mean that the application will not be considered until the following meeting.

Sponsorship applications are reviewed twice a year at the Grants sub-Committee meeting (dates in table below). Applicants must be available to attend and present, or answer questions about their grant application during the scheduled Grants sub-Committee meeting.

The application window for sponsorship will close once their yearly budget has been awarded.

If you prefer to answer any of the grant application questions with a short video instead of a written response, or if you wish to include images or a film to support any of your answers, please send them (labelled and with their corresponding question number) to the Fundraising Officer – Helen Astill, [helen.astill@bridgwater-tc.gov.uk](mailto:helen.astill@bridgwater-tc.gov.uk).

## Timetable for Community Grant Scheme 2025 – 2026.

Application Deadline	Grants Sub-Committee Date	Budget
20 May 2026	17 June 2026	Project Grants - £8,000 (16k Total) Youth Led Grants - £5,000 (yearly) Venue Grants - £73,800 (Re-opens April 2028) Sponsorship - £13,600 (yearly)
11 November 2026	9 December 2026	Project Grants - £8,000 (16k Total) Youth Led Grants - £5,000 (yearly) Venue Grants - £73,800 (Re-opens April 2028) Sponsorship - £13,600 (yearly)

## Basic requirements

### Event Sponsorship

- To be eligible for sponsorship, applicants must provide a detailed description of their event. The event **must be free** to attend, although certain activities during the event can be charged.
- Recipients of event sponsorship will be required to complete a Sponsorship Monitoring Form within 12 months of the award date.
- Sponsorship recipients must acknowledge the Town Council's support in all publications, websites, social media, and advertisements for the event from the moment the sponsorship is awarded.

### Sponsorship for Young People

- Be **aged between 11 - 24 years**.
- Applicants must be able to demonstrate exceptional achievement, special talent or significant potential within their area of expertise.
- Successful applicants are required to complete a Sponsorship Monitoring Form to record their progress and successes in the 12 months following the award date, including demonstrating how they have inspired and engaged other young people in their area of expertise.

Sponsorship monies will only be payable to individuals (parent or guardian if under 18) or organisations who can supply details of a recognised bank account.

BTC reserves the right to request the return of any funds, partially or in full, if the individuals' activities or event do not proceed, or if sponsoring the event is found to negatively impact the Town Council's reputation.

BTC will review this policy at least annually and may amend it at any time to reflect business developments or changes to national laws and regulations.

### **The Council is unable to support:**

- Routine running costs, including salary or administration costs (Venue and Youth Led Grants exempt from this condition);
- Charities operating overseas or established to help persons outside the UK;
- Organisations with a closed or restricted membership;
- Organisations with party political links;
- Projects which discriminate on the grounds of race or religion;
- Applications to cover costs that have already been incurred; and
- Services which should be provided by statutory funding.

### **Applicants should be aware that:**

- For our own publicity material, the Council may require photos with agreement from participants and may use the name of the organisation and project;
- Recipients of event or individual sponsorship will be required to complete a Sponsorship Monitoring Form within 12 months of the award date.
- The support of BTC must be acknowledged on any publicity or promotional materials.

**For further information regarding any aspect of this policy please contact the Town Council Office: The Town Hall, High Street, Bridgwater TA6 3AS or Tel: 01278 427692 or email: Fundraising Officer, Helen Astill - [helen.astill@bridgwater-tc.gov.uk](mailto:helen.astill@bridgwater-tc.gov.uk)**