Further to your Information request FOI65144 please find your questions and our responses below:

For the following questions the definition of sponsorship is:

"An agreement between your organisation and the sponsor, where you receive either money or a benefit in kind for an event, campaign, promotion or initiative from an organisation or individual which in turn gains publicity or other benefits."

Particular examples of sponsorship may include but are not strictly limited to:

- Selling access to billboard / notice board advertising;
- Selling advertising space in a Council Newsletter;
- Selling advertising space on your Council website;
- Selling advertising space on roundabouts; and
- Selling naming rights for assets e.g. buildings, venues, vehicles.

1. Since 1st April 2008, has your organisation ever made use of sponsorship activities to generate revenue?

Response: The Visitor Management & Marketing Team generates revenue through the sale of advertising space in specific visitor publications and the visitor website. They do not sell space nor seek sponsorship on any assets such as those listed above.

2. Does your organisation have any arrangements in place whereby you receive revenue through sponsorship activities e.g. selling space for advertising, naming rights for assets etc?

Response: We sell display advertising space in printed brochures and listings and banner advertisements on our website. We sell advertising space in Around the Royal Borough, our residents’ magazine

3. Does your organisation have a policy, set of procedures or guidelines or strategy for using sponsorship?

Response: We do not hold this information.

4. Please provide details* of:

a. For the financial year (2012/13) all the arrangements currently in place along with the amount of revenue which has been generated through these arrangements.

Response: £149,819 total advertising revenue. Additionally we use a local company to sell advertising space, with the borough receiving 62% of the revenue raised, the balance being retained by
the sales company. We received a total of £7,000 for the 2012/13 financial year (covering four issues of Around the Royal Borough)

b. For the previous financial years (2008/09 through to 2011/12) all arrangements along with the amount of revenue which was generated through these arrangements.

Response:

2008 - £155,484
2009 - £109,289
2010 - £154,935
2011 - £112,347

Additionally: Similar arrangements have been in place throughout these years. Annual total revenue has ranged from £5,000 to £7,000.

* Please note that I am not requesting complete documentation such as the contract.

This concludes your request FOI85144.

If you require translation of the information you have been sent please do not hesitate the contact us.

If you are unhappy with the information we have provided in response to your request please write to:

Information Management Team Manager
Royal Borough of Windsor & Maidenhead
Town Hall, St Ives Road
Maidenhead
SL6 1RF

or send an e-mail to martin.tubbs@rbwm.gov.uk

We are proud to be one of the leading authorities in England for consistently responding to information requests within the 20 working days set down by statute. Information about our performance and summaries of requests received can be found on our website:

http://www.rbwm.gov.uk/web/foi_information_requests.htm

We are keen to hear about your experience with the Information Management Team here at the Royal Borough of Windsor & Maidenhead and look forward to receiving any comments you have about the way your information request was processed.

Please send any feedback to the Information Management Team Manager either by e-mail martin.tubbs@rbwm.gov.uk or in writing to the address above.