

# Advertising & Sponsorship Policy

Crawley Borough Council aims to provide a first class service to businesses wishing to reach the population of Crawley and visitors to the town through the various advertising mediums it manages.

Companies wishing to advertise with the council must adhere to the guidelines set out below:

Communications;

- must be legal, decent, honest and truthful
- must not bring advertising or the council into disrepute
- must conform to the British Code of Advertising [www.asa.org.uk](http://www.asa.org.uk)
- must respect the principles of fair competition

In addition, the council will not produce, endorse, or knowingly be associated with any form of communication that positively promotes:

- alcohol
- violence
- tobacco, rolling papers and filters
- the sex industry
- gambling or betting
- material which may have a negative impact on groups in the community because of their race, disability, gender, age, sexual orientation, or faith
- any product or service that may inhibit the council's ability to achieve its policy objectives
- any material which may, in whole or in part, appear to be designed to affect public support for a political party
- Organisations offering entry into a competition following completion of a form containing any personal information will not be allowed to advertise.

The values expressed in any advertisement must not directly conflict with the council's vision and values, and acceptance of any advertisement does not imply endorsement by the council.

**The council's Communications Team reserve the right to refuse any advertisements or sponsorship deemed inappropriate.**

