GLEN HUNTLY PRIMARY SCHOOL

**NO. 3703**

**COPORATE SPONSORSHIP POLICY**

**PURPOSE:**

To provide procedures and guidelines for Glen Huntly Primary School and related committees, regarding the parameters and guidelines of entering into sponsorship arrangements.

**DEFINITIONS**Sponsorship is the negotiated provision of funds, goods or services to schools in exchange for advertising, publicity or other benefits.

**Sponsorship:** may take the form of cash support and/or provision of material goods or other resources, such as labour or facilities, in exchange for agreed acknowledgment.

A Sponsorship Agreement is a written document outlining the negotiated terms for a sponsorship and should be initiated when seeking to engage in a relationship.

**Agreements are typically with:**

• A business or organisation

• Community groups or organisations

• Other members of the wider community.

**Agreements should take the form of:**

• An exchange of letters outlining the terms and conditions of the arrangement

• Sponsorship Contract and Schedule

**POLICY STATEMENT**

The sponsorship activity must be consistent with the values, purpose and goals of Glen Huntly Primary School.

This policy must be read and followed in conjunction with and in adherence to the school’s Gifts, Benefits and Hospitality Policy.

**MANDATORY PROCEDURES**

**Corporate Sponsorship**

The negotiation of sponsorship agreements must proceed according to the following procedures, no matter what the size and scope of the sponsorship arrangement:

1. Sponsorship must be viewed as a supplement to education activities, not relied upon as a permanent source of funds and not as the major source of funds for education programs.
2. Student or staff participation in the sponsored activity or program must not be made a condition for acceptance of a sponsor’s product or service. For example, should individual students or their parents conscientiously object, schools must neither insist on those students wearing clothing carrying the sponsor’s name or symbol, nor constrain those students from participating in the sponsored activity. Students may, for example, wear alternative clothing.
3. The educational rationale for the activity to be sponsored should be foremost in discussions and specified in the sponsorship agreement. Any sponsorship agreement must not compromise the professional standard and ethics of staff. In the case of schools, sponsorship agreements must not limit or direct academic debate in the classroom or influence the curriculum or other school programs.
4. Direct sponsorship agreements should only be negotiated with organisations whose public image, products and services are consistent with the values, corporate purpose, goals and specific policies of Glen Huntly Primary School.
5. Any company or organisation whose name is associated with the manufacture, distribution or sale of tobacco products, alcoholic beverages, pornography, armaments or gambling is not regarded as an appropriate sponsor. This would not necessarily preclude involvement with local clubs, supermarkets and other businesses, provided that their name is not linked to inappropriate products or unacceptable activities.
6. When considering an organisation as a potential sponsor, Glen Huntly Primary School and associated committees should evaluate the appropriateness of:

* The type of products or services the organisation markets;
* The marketing methods used;
* Its public image as an employer and the impact its products and processing have on the environment.
* The organisation being accepting and supportive of religious and cultural diversity

1. Where there is doubt as to the suitability of an organisation, the sponsorship negotiations should not proceed until advice has been sought from the Glen Huntly Primary School Principal and relevant School Council and sub-committee members.

**DOCUMENTATION OF AGREEMENTS:**

Each sponsorship agreement (including exchange of letters or a full legal agreement) shall be made for a specific and acceptable period and purpose. Sponsorship agreements may be re-negotiated by either party. The agreement should ensure that Glen Huntly Primary School will not be out of pocket in the event that a sponsor withdraws.

The signing of any agreements must be approved by the Principal and endorsed by School Council.

All agreements must be documented and filed.

**Corporate Sponsorship**

Every sponsorship agreement shall contain a clause which allows for the cancellation of an agreement without penalty, where information questioning the appropriateness of an organisation as a sponsor comes to light, after the agreement has been signed.

Glen Huntly Primary School should ensure all acknowledgment arrangements are detailed in the agreement to avoid any future dispute over the nature of the obligations.

**ACKNOWLEDGEMENT**

The extent of acknowledgment should reflect the level of sponsorship. Sponsor acknowledgment should also be in a form consistent with the standards and values of Glen Huntly Primary School. The public nature of the school system should not be infringed or impaired by sponsorship schemes. In particular, the school’s name, official letterhead, general uniform and buildings should not incorporate the names or logos of sponsors and should not be used to advertise a sponsor’s products.

While forms of acknowledgment may vary, the following methods are acceptable:

* Placement of a plaque or notice in a school or office foyer acknowledging the support of a company which provided the resource;
* Attendance by the sponsor at school or departmental functions such as concerts, dinners or presentation nights and an opportunity for the sponsor to make an address or present awards at such functions;
* Public display of signs acknowledging the sponsorship at relevant school or departmental functions;
* Acknowledgment of the sponsorship in one or more of the school’s bulletins or newsletters, perhaps as an advertisement;
* Inclusion of a by-line, foreword or advertisement from the sponsor in a school’s prospectus, magazine, newsletter or other publication; and/or
* Sponsor’s logo or name on sporting outfits.

The school’s logo or the Department of Education and Training logo, must be prominently displayed in conjunction with any sponsor’s name, logo, trademark or symbol used at an activity, on any printed matter or on clothing. The school’s logo needs to always be the leading or prominent brand and shall be at least the same size as the sponsor's logo.

**ENDORSEMENT**

Although sponsorship agreements may provide exposure of the sponsor's corporate logo or name, the written agreement must not require staff or any member of the school community to recommend any product or service.

Glen Huntly Primary School staff should not actively recommend or endorse a product or service and no statement in the sponsor’s advertising should imply that a product or service is recommended or endorsed by Glen Huntly Primary School.

**REPORTING PROCEDURE**

Principals will be required to include in School Council reports and regular financial statements of the school at the end of each year the sponsorship agreements entered into during that year, for amounts of $5,000 and over and as required by the school’s Gifts, Benefits and Hospitality Policy.

**FINAL AUTHORITY and APPROVAL PROCESS:**

Final authority over any sponsorship agreement ultimately resides with the Glen Huntly Primary School Principal, School Council and related sub-committees.

All agreements must be submitted to the Principal. The Principal has the discretion to approve any informal agreement, following an agreed set of criteria that is consistent with this policy.

Any other agreements (formal or written) must be submitted to School Council for its approval and endorsement.

**EVALUATION:**

This policy will be reviewed in consultation with the school community, every four years as part of the cyclic review process.