



## Sponsorship Policy

### Rationale:

Melton Primary School recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the wider school community.

It is understood by the wider school community that participation in advertising and sponsorship will not generate pressure on children, families or schools to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.

## Aims

To enhance school resources through developing positive and purposeful partnerships with organisations and businesses that exists within the wider school community.

To provide guidelines for authorised school groups when they are:  
planning and implementing Sponsorship Action Plans  
considering unsolicited proposals for advertising and or sponsorship and  
reviewing sponsorship or advertising arrangements.

## Definition of Sponsorship

Sponsorship is the purchase of rights or benefits, including naming rights, delivered through association with the sponsored organisation's name, products, services or activities. The rights or benefits typically relate to the sponsor's reputation, management or communication objectives. A sponsorship is not:  
a grant, including money, goods or other benefits provided to the recipient for a specified purpose, but with no expectation of attaining rights or benefits as outlined above  
a bequest that has no obligations on the school and offers little or no rights or benefits to the provider  
the sale of advertising space, editorial comment or advertorials.

## Implementation

Authorised school groups or Delegates (The Principal/Assistant Principal/Staff/PFA members or a relevant Sub-Committees), can investigate and negotiate potential sponsorship and advertising arrangements.

Potential sponsorship and advertising arrangements may include (but is not limited to) unsolicited advertising or sponsorship, Intra-state, inter-state and international bodies as well as local community based projects or businesses.

The Authorised school group or Delagate will provide the School Council with details of any sponsorship or advertising proposals, and seek School Council approval before finalising any partnership arrangements.

The school principal may approved sponsorship or advertising proposals that have an end date of less than one calendar month.

Arrangements must not be entered into with companies directly involved with tobacco or alcohol products and/or any other products considered to be harmful to children and parents.

Arrangements must not be entered into with companies that seek information from the school that would contravene the *Information Privacy Act 2000*.

Sponsorship arrangements that contain restrictions regarding the school's ability to purchase goods and services freely, or restrict the school's ability to make choices in any way, will be avoided.

All sponsorship and partnership arrangements will be considered on merit and decisions will be made on an individual basis.

When considering potential advertising and sponsorship arrangements, the School council is required to consider the following guidelines, is the product or service: is in keeping with the Strategic Plan Goals and Priorities, the school philosophy, policies and practices, is not dangerous, illegal or misleading, does not exploit the school or its community members,

The benefits will:

outweigh the costs to the school or community members  
directly influence and or impact on the school's Student Resource Package

Each individual sponsorship relationship will be monitored and maintained by the principal or his/her representative. Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.

Each individual sponsorship arrangement will be reviewed on an annual basis.

Once sponsorship / advertising agreements are in place the following statement should be published via the School Newsletter –

*"The acceptance of the ... sponsorship/advertising deal does not imply the school's endorsement of any associated product or service nor will the school accept responsibility for accuracy of information contained in advertisements or claims made by any associated company."*

The authorised school group reserve the right to terminate any deal at any time, if original conditions are not being met.

Any unsolicited advertising and or sponsorship proposals should be directed to the appropriate school group for consideration.

Any approved advertising signs should be in keeping with the environment, be pleasing to the eye and installed according to safety regulations and by-laws

Any monies, products or kudos gained from advertising and or sponsorship deals should be used to support and enhance children's learning experiences and the school curriculum.

## Acknowledgements

The level of acknowledgement provided to sponsors should be consistent with the level of sponsorship. This acknowledgment must be in a form which can be positively associated with enhancing education outcomes and the public image of the school must be considered at all times.

School must be aware that providing external organisations with naming rights for a Government asset, event or initiative in return for their sponsorship must be first authorised by the Minister and the risk posed by this action must be seriously considered.

While forms of acknowledgement may vary some examples that could be considered include:

placement of a plaque or notice in a format that has the prior approval of the sponsor, for the duration of a sponsored activity or for an agreed period of time  
public display at functions of temporary signage acknowledging the sponsorship  
acknowledgement of the sponsorship in newsletters (e.g. advertisement) or speeches  
a letter of appreciation to the sponsor  
inclusion of a byline, forward or advertisement from the sponsor in a school's prospectus, magazine or other publication  
attendance by the sponsor at school functions and an opportunity for the sponsor to make an address or present an award.

Acknowledgement does not sanction endorsement of the sponsor, their services or products.

## Additional Information

Additional information can be found on the Victoria State government Education and training web site.

<http://www.education.vic.gov.au/school/principals/spag/community/Pages/sponsorship.aspx>

Department sponsorship Policy and Guidelines

<http://www.education.vic.gov.au/Documents/school/principals/spag/community/sponsorpolicyg.pdf>

Sponsorship Principles Fact Sheet

<http://www.education.vic.gov.au/Documents/school/principals/spag/community/sponsorprinmay11.pdf>

Sponsorship Checklist

<http://www.education.vic.gov.au/Documents/school/principals/spag/community/sponsorchkltmay11.doc>

## Evaluation

All advertising and sponsorship deals must be review every 12 months.

This policy will be reviewed as part of the school review cycle.

## Sponsorship Checklist

### Sponsorship Checklist

Schools should request a sponsorship proposal and it should be assessed to ensure it complies with current DET Sponsorship and guidelines.

The checklist can help identify any possible risks associated with the sponsorship activity. If the proposal does not provide adequate information to make an assessment, and the sponsorship is worth considering, further written information should be requested.

The sponsorship proposal aligns with the school's sponsorship policy.	Yes/No
The sponsor represents a reputable organisation and is consistent with the ethos and values of the school.	Yes/No
The type of products or services the sponsor markets and the marketing methods used are consistent with the ethos and values of the school.	Yes/No
The sponsorship positively enhances the schools image and there is no possibility of damage to the school's reputation and image.	Yes/No
There is a sponsorship agreement with: <ul style="list-style-type: none"><li>• clear rationale of purpose of sponsorship</li><li>• defined roles and responsibilities</li><li>• clearly articulated terms and conditions</li><li>• benefits for all parties</li><li>• the duration of sponsorship</li><li>• termination conditions and</li><li>• evaluation</li></ul>	Yes/No

The sponsorship agreement does not imply that a product or service is recommended by the school.	Yes/No
School council has approved the sponsorship agreement.	Yes/No
Privacy of students, their families and school staff is not compromised by the proposal.	Yes/No
The relationship between the school and sponsors is conducted in a transparent manner and would be able to stand up to public scrutiny and maintain public trust.	Yes/No
The sponsor has provided details on how the funds are to be spent.	Yes/No
The extent of acknowledgement provided to sponsors is consistent with the level of sponsorship.	Yes/No
Acceptance of the sponsor's products or services will not give the sponsor exclusive rights in relation to the school or student activities.	Yes/No
Educational materials provided as part of a sponsorship are clearly identified as being those of the sponsor.	Yes/No
Other corporate connections to the sponsor will not damage the school's reputation and image.	Yes/No
An evaluation process at the conclusion of the sponsorship has been developed.	Yes/No
The sponsor has adequate insurance cover.	Yes/No
A financial viability check has been conducted and there are no potential financial risks identified.	Yes/No
There is no conflict of interest and no personal benefits can be received by school staff and school council members.	Yes/No

Ratified by School Council May 17<sup>th</sup> 2017.

# Sponsorship and Victorian Government Schools Guidelines

## Sponsorship Principles

The following Sponsorship Principles should guide conversations with school councils and school communities and decision making when assessing potential sponsorship arrangements.

While the principles have been divided into those that apply to schools and those that apply to sponsors, it is intended that both schools and organisations take note of both sections.

### Principles for schools

The Department of Education and Early Childhood Development supports appropriate relationships with organisations, individuals, business and other government agencies in relation to sponsorship arrangements.

These arrangements must be consistent with the principles, vision and goals for public education and derive benefits for the education of all students and support of teachers.

All sponsorships will support the school's goals and objectives and increase the effectiveness of the school's strategic programs.

Sponsorships should be used to enhance educational programs and not to displace other funding arrangements on which the school depend.

Sponsorship programs and/or activities should contribute either directly or indirectly to the quality of students learning.

Sponsorship agreements should only be negotiated with organisations whose public image, products or services are consistent with the ethos, values and policies, of the school and its community, and the Department.

The sponsorship arrangement will build and foster relationships with key stakeholders. Sponsorships should operate within school on equity. All sponsorships should aim to give all students and schools the opportunity to participate in the sponsored activity. Sponsorship activities should be compatible with good educational practice. Time and resources allocated to these activities should be consistent with school priorities and the overall educational program.

Participation in sponsorships should not generate undue pressure on children, families or schools to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action.

Sponsorships should not involve endorsement of products or services by the school. Acceptance of a sponsor's product or service should not be a condition of an individual student's participation in sponsored activities.

### Principles for sponsoring organisations

Sponsorships should take into account the equity policies of the Victorian Government. Sponsorships should aim to give all schools, students and families the opportunity to participate. Sponsorship should avoid placing undue pressure on children, families or schools to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action.

Organisations should not seek endorsement of their products or services as a condition of a sponsorship. Any educational materials provided as part of a sponsorship should be clearly identified as being those of the sponsor.