

Sponsorship & Advertising Policy

1. Rationale

Camberwell South 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.

Definition : Sponsorship

Sponsorship is the purchase of rights and benefits, including naming rights, delivered through association with the sponsored organisation's name, products, services or activities. The rights or benefits typically related 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 or 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.

2. Purpose

To develop a policy that ensures that all sponsorship and advertising activity engaged by Camberwell South Primary School Council will follow the guidelines and recommendations from the DET School Policy and Advisory Guide.

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

3. Guidelines

- 3.1 The Executive of School Council, comprising of the School Principal, School Council President and School Council Treasurer, will investigate and negotiate all potential sponsorship and advertising arrangements.
- 3.2 The Executive of School Council will provide School Council with details of any sponsorship or advertising proposals, and seek School Council approval before finalising any partnership arrangements.
- 3.3 Any pecuniary interests by school councillors must be declared to School Council at the time of submission of the proposal.
- 3.4 All sponsorship partnership arrangements will be considered on merit, and decisions will be made on an individual basis.
- 3.5 When considering potential advertising and sponsorship arrangements, the Executive Committee is required to adhere to the following guidelines:
 - 3.5.1 sponsorship and advertising will be with organisations and companies where a clear and demonstrable benefit for the students and the school's programs can be guaranteed,
 - 3.5.2 sponsorship and advertising arrangements must take into account the values and views of the school community as well as the school policies,
 - 3.5.3 sponsorship and advertising arrangements will be only entered into with organisation and companies that have a positive public image, and are associated with products and services appropriate for a school to align themselves with.Consideration will be given to :
 - the type of products or services the organisation markets

- the marketing methods the organisation employs
 - the impact its products and processing have on issues such as the environment
 - its public image as an employer, acceptability to the community and general reputation as a business.
- 3.5.4 Arrangements must not be entered into with companies directly involved with the tobacco or alcohol products and / or any other products considered to be harmful to children and parents.
- 3.5.5 Arrangements must not be entered into with companies that seek information from the school that would contravene the *Information Privacy Act 2000*
- 3.5.6 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.
- 3.6 In considering a sponsorship or advertising arrangement the Executive of School council will consider the Checklist for Sponsorship as outlined in the Victorian School Reference Guide, Appendix A.
- 3.7 The school must request a sponsorship proposal which should have clear objectives, key performance criteria and an evaluation plan.
- 3.8 Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.
- 3.9 Each individual sponsorship arrangement will be reviewed on an annual basis.

4. Implementation

- 4.1 The school community will bring any potential sponsorship negotiations and relationships to the attention of the Trading and Operations Committee.
- 4.2 The School community will provide details of any sponsorship or advertising proposals to the Trading and Operations Committee (T&O) and seek approval of the T&O before finalizing arrangements.
- 4.3 The Trading and Operations Committee may refer significant matters for further discussion and approval to the School Council as:
- the Trading and Operations Committee sees fit
 - in situations where there is not unanimous support with the Trading and Operations Committee.
- 4.4 Camberwell South Primary School must:
- request a sponsorship proposal, the proposal should have clear objectives, key performance criteria and an evaluation plan
 - use the template checklist undertake a full analysis of the risks, costs and benefits of the sponsorship
 - in collaboration with sponsor, develop a sponsorship agreement (using the template below) that:
 - sets out terms of the sponsorship
 - specifies that the Victorian Government does not endorse the organisation or its products and that the arrangement must not be promoted or publicised as such
 - provides termination or conflict resolution procedures
 - includes reporting requirements.
 - record incoming sponsorship funds in Cases21 as 74580 – Other Locally Raised Funds
 - record all sponsorships on the Government Sponsorship Register
 - apply information privacy principles of the Information Privacy Act 2000, to all sponsorships.

Note: Depending on the size of the agreement (e.g. \$100,000) and number of participating schools involved in the sponsorship proposal school leadership teams should discuss proposals or uncertainties with the regional office or Regional Director.

For sponsorship templates see: [Tools and Resources](#) below.

Acknowledgement

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.

Tools and Resources

This table provides links to sponsorship documents and templates to assist schools in establishing and maintaining effective sponsorship relationships.

Item	Description
Department Sponsorship Policy and Guidelines (PDF - 70Kb) (pdf - 69.58kb)	has detailed advice about how to manage and evaluate sponsorship opportunities.
Sponsorship Principles Fact Sheet (PDF - 396Kb) (pdf - 395.59kb)	provides a list of considerations for when schools have a conversation with their school council and school community; before entering into a sponsorship arrangement.
Sponsorship Checklist (Word - 19 (doc - 19.36mb)	has a list of key questions to ensure schools have sufficient information before entering into a partnership.
Sponsorship Policy Template (Word - 19 (doc - 19.35mb)	to assist schools developing a school-level policy that enables the implementation of accountability and good practice when entering and managing sponsorship arrangements

5. Evaluation

A committee of staff and the Education Subcommittee will ensure the Sponsorship and Advertising Policy is reviewed on a cyclical basis according to the School Council Policy Review Schedule. The review will ensure that the school's programs and procedures are adequately reflecting Statewide curriculum developments and the changing needs of the Camberwell South community.

Ratified by:	Date	
Staff	29.7.16	Trading & Operations
School Council	31/8/16	Name: Kate Ferguson Signature: 