

SPONSORSHIP POLICY

Rationale

- Schools must only engage in sponsorship activity that:
 - improves educational outcomes
 - supports the achievement of Government and school goals and objectives.
- A school must not engage in a sponsorship that:
 - engages in activity aimed at delivering or replacing core Department or school services
 - involves political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, and organisations involved in offensive or inappropriate activity
 - requires the Department to directly endorse or promote its products and/or services
 - requires disclosure of the names or addresses held by the school to an external organisation as a benefit of sponsorship unless the individual's consent is sought.

Purpose

- To ensure Tarneit West Primary School (Interim Name) maximises sponsorship opportunities.
- To ensure the school complies with Department of Education and Training (DET) policies and guidelines.

Definition

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

- If applicable, the school will engage the School Council and the school community in a process to establish a sponsorship policy (template available from the website below) that enables them to determine:
 - what type of organisation they would agree to have as a sponsor
 - what rights or benefits would they agree to provide to the sponsor organisation
 - the process for authorising a sponsorship
 - a mechanism to document and record the sponsorship.
- The school will:
 - request a sponsorship proposal which should have clear objectives, key performance criteria and an evaluation plan
 - using 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 the number of participating schools involved in the sponsorship proposal, the school leadership teams will discuss proposals or uncertainties with the Regional Office or Regional Director.

- The level of acknowledgement provided to sponsors will be consistent with the level of sponsorship. This acknowledgment will 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.
- The school will be cautious about 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 by-line, 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.
- Please refer also to the school's Information Privacy Policy.

Evaluation

- This policy will be reviewed as part of the school's three-year review cycle or if guidelines change (latest DET update early July 2017).

<u>Ratification Date</u>	<u>Review Date</u>	<u>Policy Number</u>	<u>Version Number</u>	<u>Date Produced</u>
October 2017	2020	75	1	September 2017

Reference:

www.education.vic.gov.au/school/principals/spag/community/Pages/sponsorship.as

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