

SPONSORSHIP POLICY GUIDELINES
TO BE READ IN CONJUNCTION WITH SPONSORSHIP POLICY
DATE: April 2016
REVIEW: 2019

GUIDELINES

When considering potential advertising and sponsorship arrangements, the Principal and School Council are required to adhere to the following guidelines:

1. Sponsorship and advertising will only be accepted from organisations and companies where a clear and demonstrable benefit for the students and the school's programs can be guaranteed.
2. Potential sponsors must provide the school with a written sponsorship proposal. This proposal should be assessed against the checklist provided below, to ensure it meets DET and school requirements.
3. Sponsorship and advertising arrangements must take into account the values and views of the school community as well as the school policies.
4. Sponsorship and advertising arrangements will only be entered into with organisations 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 or organisation.
5. Sponsorship arrangements must not be entered into with companies directly involved with tobacco or alcohol products, gaming venues, offensive or inappropriate activities or any other products considered to be harmful to children and parents.
6. Arrangements must not be entered into with companies that seek information from the school that would contravene the *Information Privacy Act 2000*.
7. 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, cannot be accepted.

CHECKLIST

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"> • clear rationale of purpose of sponsorship • defined roles and responsibilities • clearly articulated terms and conditions • benefits for all parties • the duration of sponsorship • termination conditions and • evaluation. 	Yes/No
The sponsorship agreement does not imply that a product or service is recommended by the school.	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
School council has approved the sponsorship agreement.	Yes/No