

# Sponsorship Policy

## Brighton Primary School

### 1542

#### 1. Purpose

To ensure Brighton Primary School maximise sponsorship opportunities.

#### 2. Guidelines

Brighton Primary School must only engage in sponsorship activity that:

- improves educational outcomes
- supports the achievement of Government and school goals and objectives.

Brighton Primary 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.

#### Definition - sponsorships

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.

#### Arranging sponsorships

Schools should engage school council and the school community in a process to establish a sponsorship policy (template 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.

### 3. Implementation

Brighton Primary School must:

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

### Related policies

- [DEECD - Information Privacy](#)
- [DEECD - Partnerships](#)

### Related legislation

- *Information Privacy Act 2000 (Vic)*

### Department resources

- For more information:
- contact (03) 9637-2525
- on privacy see [Privacy](#)

### Other resources

- [Victorian Government Sponsorship Policy](#)

This policy was last ratified by School Council 2014

To be reviewed 2017