

Sponsorship Policy

Brighton Primary School

1542

Rationale

Brighton 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.

Aims

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.

Implementation

- 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.
- 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. Any pecuniary interests by school councillors must be declared to School Council at the time of the submission of the proposal. Any conflicts of interest will be considered.
- 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 Executive Committee is required to adhere to the following guidelines:
 - 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.
 - Sponsorship and advertising arrangements must take into account the values and views of the school community as well as the school policies.

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. 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 or health
- its public image as an employer, acceptability to the community and general reputation as a business.

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.

In considering a sponsorship or advertising arrangement the Executive of School Council will consider the [Checklist for Sponsorship](#) as outlined in the Victorian Government School Reference Guide. (Appendix 1 attached to this policy)

This information has been taken from the Department website. For more information relating to sponsorship, please refer to:

<http://www.education.vic.gov.au/school/principals/spag/community/Pages/sponsorship.aspx#1>

This policy was ratified at School Council 2018

This policy will be reviewed 2021

Appendix 1

Sponsorship and Victorian Government Schools

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">• 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
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