

## Sponsorship & Advertising Policy

Date: June 18, 2010

### 1. Rationale

Our school recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations, businesses and societies that exist within the wider school community.

### 2. Aims

**2.1** To improve student learning, to increase staff development opportunities, and to enhance school resources through a deliberate strategy of developing positive and purposeful partnerships with organisations, businesses and societies that exist within the wider school community.

### 3. Principles:

**3.1** All advertising and sponsorship undertaken at Williamstown North Primary School shall reflect the values and standards of the Department of Education and Early Childhood Development (DEECD) and the school community.

**3.2** When pursuing potential sponsorship arrangements, the following principles will be adhered to:

**3.2.1** Sponsorships will only be sought with organisations, companies and societies where a clear and demonstrable benefit for the students and the school's programs can be guaranteed.

**3.2.2** Sponsorship arrangements must take into account the Values and views of the school community, as well as the Strategic Plan and policies.

**3.2.3** Sponsorship arrangements will only be entered into with organisations, companies and societies that have a positive public image, and are associated with products and services appropriate for a school to align them with.

**3.2.4** Sponsorship arrangements must not be entered into with companies directly involved with tobacco, gaming or alcohol products.

**3.2.5** Sponsorships arrangements that contain restrictions regarding the schools ability to purchase goods and services freely will be avoided.

### 4. Implementation

**4.1** The Principal/Assistant Principal will be responsible for investigating and negotiating all potential sponsorship arrangements on behalf of Community

Liaison Committee and School Council and in line with the above aims and principles.

- 4.2 The Principal/Assistant Principal is be able to endorse sponsorship and advertising proposals up to the value of \$2,000 without referring them to Community Liaison Committee or School Council, unless there are particular aspects to the proposal which the Principal/Assistant Principal believes requires School Council consideration.
- 4.3 For advertising and sponsorship proposals over \$2,000 the Principal/Assistant Principal will make a recommendation to School Council, via Community Liaison Committee, including a detailed outline of the proposal.
- 4.4 Any pecuniary interests by school councillors in relation to any advertising or sponsorship proposals must be declared to School Council.
- 4.5 The School will consider all sponsorship and partnership arrangements on merit, and decisions will be made on a case-by-case basis.
- 4.6 Each individual sponsorship arrangement will be reviewed on an annual basis.
- 4.7 The school will provide opportunity for individuals, businesses and groups to advertise to the school community.
- 4.9 The school will seek to enter into a number of annual sponsorships.
- 4.10 A master list of sponsors and donors, contacts, etc will be generated and maintained by the school.
- 4.11 The school will ensure that sponsors are aware of the school's Sponsorship Policy.
- 4.12 The school will avoid contacting the same sponsors for each activity.
- 4.13 'Annual Sponsors' will be informed in writing of the use of their funds by the school and the method of promotion of their company (if this is to occur).
- 4.14 'Event Sponsors' will likewise be informed of the use of their funds for an event and the promotion of their company during the event, i.e. in Newsletter, identified in event program, etc.
- 4.15 'Annual' and 'Event' sponsors will be contacted either at the start of the year or approximately a term ahead of a particular event via a letter of introduction. A designated person will follow up with direct contact or a phone call.
- 4.16 Sponsorship policy to be made available to all committees, event organisers and program leaders.
- 4.17 **Examples of possible Sponsorship opportunities:**  
**Annual Sponsorship:**  
School Newsletter, School Website, Grounds Improvement Program, Wetlands Project.  
  
**Event Sponsorship:**  
School Concert, School Fete, Annual-a-thon, RTIM Program, Year 6 Graduation, Social Events, School fundraisers.

#### **4.18 Donations:**

Businesses or individuals may wish to make a donation to the school. Such donations may or may not be attached to a program of the school. Publication of the donation will be a matter of discussion between the business/person and the Principal/Assistant Principal.

#### **4.19 Advertising:**

Subject to availability, opportunity will be provided for individuals, businesses and groups to advertise to the school community. The main avenues for this will be via the school's weekly Newsletter, the School's website or by distribution of advertising material.

#### **4.20** In advertising on behalf of individuals, businesses or groups the following will apply:

**4.20.1** Advertisements will be placed in the Community Noticeboard section of the Newsletter at no cost for Non-profit organisations.

**4.20.2** Advertisements will be placed in the Newsletter if:

**4.20.2.1** They do not conflict with existing sponsorship arrangements.

**4.20.2.2** The individual, business or group has a positive public image, and their products and services are appropriate for the school to be aligned with.

**4.20.2.3** The activity being advertised is not likely to directly compete with existing school programs, within school hours.

**4.20.2.4** The individual, business or group prepay for the advertising at the school's current Newsletter advertising rate.

**4.20.2.5** A cost is agreed for the distribution of pamphlets prior to distribution.

#### **4.21 Website Sponsorship:**

In 2009 Williamstown North Primary School Council entered an agreement with Sponsor-Ed, a website provider and developer, to use one of their templates for the school's website. The school has agreed to allow approved advertisers to place advertisements on the front page of the school website. In doing so the following will apply:

**4.21.1** Sponsor-Ed will seek advertising sponsors for the school website.

**4.21.2** Sponsor-Ed will inform the Principal/Assistant Principal of advertising proposals.

**4.21.3** The Principal/Assistant Principal will have the right to refuse an advertiser. This may include such matters as:

**4.21.3.1** Not reflecting the values and standards of the school or DEECD.

**4.21.3.2** Conflicting with an existing sponsorship arrangement of the school.

**4.21.3.3** The school agrees that some website advertising, arranged by Sponsor-Ed, may be regarded as a

'community advertisements' and therefore will not include any payments to the school.

**4.21.3.4** Some advertising on the school website may result in the school receiving payments based on:

1. The number of website 'page openings' that occur or
2. A set advertising fee

**5.0** **Evaluation:**

**5.1** This policy will be reviewed as a part of the School Triennial Policy review process, by the Community Liaison Committee and any changes will be endorsed by School Council.

This Policy has been ratified by School Council on 22<sup>nd</sup> June 2010

References: Victorian Government Schools Reference Guide: 7.2.6. - Sponsorship and Promotion