



CORPORATE SPONSORSHIP AND APPROVAL FORM

Created: Feb 2008

Updated: Dec 2015

Review Date: Dec 2016

POLICY STATEMENT

The St Aidan's School Council recognises that, as a commercial reality, the School may, from time to time, seek financial support for the School's various activities through sponsorships.

This policy defines sponsorships as they relate to the School and details the procedure and limitations that apply to the solicitation or acceptance of sponsorship.

APPLICATION

Subject to specific exceptions, this policy applies to the School, and all its support groups and affiliate groups including the Parents and Friends' Association, Old Girls' Association, Foundation and the various support groups within the School.

DEFINITIONS

'Sponsorship' is support provided to the School for which reciprocal benefits may be available to the sponsor.

'Reciprocal Benefits' may include:

- Naming rights
- Advertising, including the placement of logos
- Provision of goods bearing a sponsor's name or logo
- Provision of uniforms

Sponsorship does not include donations or charitable contributions with no expected reciprocal benefit.

GENERAL PRINCIPLES

The over-riding principle of this policy is that the School has an obligation to protect its name and reputation. Therefore, the Principal, and where appropriate under this policy, the School Council, has the right to determine who may be a sponsor and what, if any, reciprocal benefits may apply.

Unless specifically excepted, sponsorship proposals involving the promotion of alcohol, tobacco, narcotics, gambling or other products not in keeping with the School's mission or values will not be accepted.

The Principal or School Council will however approve appropriate sponsorships involving alcohol for events organised annually by the Parents and Friends Association.

Sponsorship proposals which in the opinion of the Principal contain content which is:

- obscene;
 - defamatory;
 - sexual in nature;
 - racially or culturally insensitive
 - discriminatory; or
 - otherwise unsuitable for children and young people
- will not be approved.

Any sponsorship proposal which involves student uniforms bearing endorsements must be approved by the School Council.

The School's acceptance of a sponsorship proposal will not imply an affiliation between the School and the Sponsor.

Where the School determines to offer a sponsorship opportunity to the community, such an opportunity will be offered to the School's parent group first.

A sponsor cannot use the School's name without specific consent from the Principal.

Any sponsorship arrangement must recognise the right of the school to terminate the sponsorship should the general principals of the policy no longer be met. For example, this may result from the sponsoring company's change in ownership/structure or repeated failure to correct identified problems.

PROCEDURE

All sponsorship proposals must be submitted to the Principal on the attached form. Details to be provided include:

- Name of the sponsor
- Nature of the proposed sponsorship (including whether cash or provision of goods or services)
- Amount of proposed sponsorship (if > \$10, 000, exclusive GST, this proposal must go to School Council)
- Benefit to the School
- Benefit to the Sponsor
- Duration of the Proposed sponsorship (if > 12 months, this proposal must go to School Council)
- Other relevant information

The Principal has been authorised by School Council to approve sponsorship proposals within the scope of this document up to the value of \$10,000.

This includes all sponsorships that involve equipment and clothing worn by staff or students of the School (this includes all part time coaching staff employed by parent support groups if their clothing bears the School's name or logo).

Sponsorship proposals for an amount greater than \$10, 000 and/or for a period of more than 12 months must be approved by the School Council.

Any affiliate group of the School denied a sponsorship proposal by the Principal may make a submission to the School Council to review that decision. The decision of the School Council is final.

This policy will be reviewed annually and by no later than 3 December each year.

A Register of Sponsorships will be maintained by the School.

SPONSORSHIP APPROVAL FORM

NAME OF SPONSOR:

NATURE OF SPONSORSHIP:

- Cash
 Provision of Goods and/or Services

Detail(s):

AMOUNT OF SPONSORSHIP:

\$

BENEFIT TO SCHOOL:

BENEFIT TO SPONSOR:

DURATION OF SPONSORSHIP:

OTHER RELEVANT INFO:

Approved:
(Principal)

Approved:
(School
Council)

Date:

___ / ___ / ___

Date:

___ / ___ / ___