

# Stanmore Public School Parents & Citizens Association

## DRAFT Sponsorship Policy

### Background

The Stanmore Public School P&C Association (P&C) has developed this Sponsorship Policy to ensure that its sponsorship activities meet the expectations of the school community, and to ensure transparency and fairness in its dealings with businesses.

The P&C is committed to supporting Stanmore Public School (SPS) through its fundraising activities. The P&C is an incorporated body under the Federation of Parents and Citizens Associations Incorporation Act 1976. The P&C raises funds to contribute to SPS in areas not directly funded by the Department, but where the Principal, in consultation with the P&C, feels there is a need for additional support.

The P&C has a close working relationship with the School but is a separate organisation. As a separate organisation, the P&C is not responsible for the decisions made by the School, and cannot agree to anything on behalf of SPS.

The P&C may enter into sponsorship arrangements with businesses or organisations to support its fundraising events and activities. This policy does not cover sponsorship arrangements with SPS.

### Policy for sponsorship arrangements

The P&C acknowledges that sponsorship is not philanthropic. Sponsorship arrangements are based on a distinct two-way return of benefits between the sponsor and the P&C.

A sponsor expects to receive a benefit beyond a modest acknowledgement. Donations to the P&C in return for a modest acknowledgement are to be considered donations rather than sponsorships and are not covered by this Policy.

The P&C may accept financial and non-financial contributions as sponsorship including cash or in-kind contributions.

Sponsorship arrangements are more likely to be entered with organisations and businesses that:

- a. Have a presence in Stanmore or in the surrounding community;
- b. Have an affiliation with SPS in some way;
- c. Seek to market themselves to the parents and carers of children at SPS (i.e. not directly to the children).

Sponsorship arrangements will not be entered into with:

- a. Organisations and businesses that sell goods or services which are inconsistent with the ethos of public education or the values, principles and goals of SPS;
- b. Political parties or religious organisations or organisations seeking to influence the curriculum or other school programs;
- c. Organisations and businesses where there is a conflict of interest or a perceived conflict of interest with either the P&C or SPS. .

All sponsorship arrangements:

- a. will be formalised through a written agreement that specifies:
  - i. the financial contributions and value-in-kind to be provided by the sponsor,
  - ii. any responsibilities or commitments of the sponsor,
  - iii. the benefits to be received by the sponsor,
  - iv. any responsibilities of the P&C,
  - v. the period of time and event or scope of activity to which the agreement applies,
  - vi. how the agreement can be terminated;
- b. will not give a sponsor exclusive rights in relation to school or student activity, or restrict the activity of the P&C in any way;
- c. will not infer endorsement of a sponsor's product or service by the P&C, the school, its employees or students;
- d. will not be conditional upon the acceptance or purchase of products or services;
- e. will comply with all relevant privacy obligations of SPS and the P&C for students, parents, carers and staff;
- f. will not breach any intellectual property rights including copyright;
- g. will require sponsors to carry their own insurance, where applicable;
- h. will be reviewed by the P&C Executive in consultation with the Principal and approved by the P&C membership.

Depending on the event and level of sponsorship agreed, and subject to the approval of the Principal, a sponsor may be entitled to:

- a. display its logo on promotional material associated with the event, including flyers, tickets, social media channels, website or banners;
- b. recognition of its sponsorship on the P&C section of the school newsletter and website;
- c. attendance by the sponsor at a function or event organised by the P&C;
- d. the opportunity for the sponsor to make an address;
- e. other benefits agreed by the P&C in accordance with this Policy.

Sponsorship of specific fundraising and community events that are part of the current P&C calendar (2016) are covered in Appendix A.

## Managing potential conflicts and maintaining transparency

The P&C, wherever possible, will seek to promote sponsorship opportunities to all relevant organisations and businesses.

No member of the P&C Executive or Fundraising Committee may personally benefit from any sponsorship arrangement.

Any conflicts of interest should be declared and the conflicted party will recuse themselves from any discussions about the sponsorship proposal.

## Approval Process

A member of the Fundraising Committee, in consultation with the P&C Executive, may approach potential sponsors for P&C events.

The P&C can provide information to Sponsors on the current projects being funded by the P&C.

Sponsorship proposals from potential sponsors should be emailed to the P&C Secretary at [secretary@pandc.stanmorepublicschool.info](mailto:secretary@pandc.stanmorepublicschool.info) who will distribute them to the P&C Executive for review.

The P&C Executive will review the applications and make recommendations for review by the P&C membership.

The Secretary will include a list of the Sponsors in the Agenda of the next P&C Committee meeting that are recommended for approval by the P&C membership.

Sponsorship arrangements will be approved by ordinary resolution of the P&C membership.

## Other processes

The P&C Executive must review a sponsor's promotional material before the fundraising event or activity.

Communications to the school community about sponsorships will come from the P&C (and not from the school or from the sponsor) and should clearly be presented as such.

The Secretary will maintain the list of approved Sponsors and record of sponsorship arrangements and provide the list of approved Sponsors to the Principal and P&C membership at least annually.

## APPENDIX A - Sponsorship packages

**(These are examples taken from another school - we will develop our own)**

### Platinum Sponsor - \$2,500

- Sponsor logo included on event banner on school fence for x weeks
- A3 signage at the nominated event
- Full page ad in event booklet
- Sponsor logo to appear on all marketing materials for the nominated event
- Flyers for bag drop at nominated event (sponsor to produce flyers after P&C approval)
- [specific size] ad in SNIP for 3 weeks prior to the nominated event
- Ad space on P&C website with link to sponsor's website for [x] months
- Certificate of Appreciation

### Gold Sponsor - \$1,500

- A4 post/signage at the nominated event
- Half page ad in event booklet
- Sponsor logo to appear on all marketing materials for the nominated event
- Flyers for bag drop at nominated event (sponsor to produce flyers after P&C approval)
- [smaller size] ad in SNIP for 3 weeks
- Ad space on P&C website with link to sponsor's website for [x] months
- Certificate of Appreciation

### Silver Sponsor - \$1,000

- Quarter page ad in event booklet
- Sponsor logo to appear on all marketing materials for the nominated event
- [smaller size] ad in SNIP for 3 weeks
- Ad space on P&C website with link to sponsor's website for [x] months
- Certificate of Appreciation

### Bronze Sponsor - \$750

- Sponsor logo on Bronze sponsor page in event booklet
- Sponsor logo to appear on all marketing materials for the nominated event
- Sponsor logo on Bronze sponsor page in SNIP for 3 weeks
- Company name on P&C website with link to sponsor's website for [x] months
- Certificate of Appreciation

### Blue Sponsor - Any other monetary amounts, donation of merchandise, goods, vouchers or services

- Sponsor logo on Blue sponsor page in event booklet
- Sponsor logo to appear on all marketing materials for the nominated event
- Sponsor logo on Blue sponsor page in SNIP for 1 week
- Certificate of Appreciation

Packages (or other negotiated sponsorship agreements) might also include things like:

- Sponsor promising to deliver goods or services to a certain value
- Sponsor having opportunity to present a prize or speak
- Sponsor rolling up their sleeves and helping
- Anything else that satisfies this Policy and is approved by the P&C membership.