

Stanmore Public School Parents & Citizens Association

DRAFT Sponsorship Policy

- in process of being adapted from Petersham PS policy

BACKGROUND

The Stanmore Public School P&C (P&C) is committed to supporting Stanmore Public School (SPS) through its fundraising activities and has developed this Sponsorship Policy to ensure transparency and fairness in its dealings with the community.

The P&C is an incorporated body under the Federation of Parents and Citizens Associations Incorporation Act 1976.

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.

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

The P&C membership will determine sponsorship arrangements on a case by case basis. 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 PPS;
- b. Political parties or religious organisations or organisations seeking to influence the curriculum or other school programs;
- c. Organisations and businesses offering goods, incentives or commissions to the P&C for the sale of financial products, real estate or other high risk products.

All sponsorship arrangements:

- a. must be formalised through a written agreement;
- b. will be for a defined period of time;
- c. 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;
- d. will not be conditional upon the acceptance or purchase of products or services;

- e. must comply with all relevant privacy obligations of SPS and the P&C for students, parents, carers and staff;
- f. must not breach any intellectual property rights including copyright;
- g. must be reviewed by the P&C Executive in consultation with the Principal and approved by the P&C membership.

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

The P&C will not endorse a sponsor's product or service.

No member of the P&C should personally benefit from any sponsorship agreement entered into.

Any conflicts of interest should be declared and the conflicted party will recuse themselves from the final approval process.

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

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.

All sponsors must carry their own insurance, where applicable.

GENERAL INFORMATION

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 Executive, 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 would like to engender and maintain a culture of support in the community as well as seek the support of Sponsors as part of its fundraising activities.

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

The P&C's main fundraising event for 2016 is the Trivia Night. Sponsorship opportunities for the Trivia Night will be prepared separately and presented to the P&C membership. *(Summer Hill has a separate Policy dealing with opportunities at their main event, much like Chatswood's packages, see [this link](#).)*

APPROVAL PROCESS

An Event Coordinator, in consultation with the P&C Executive, may approach potential sponsors for the Trivia Night and other P&C events.

Sponsorship proposals from potential sponsors should be emailed to the P&C Secretary at 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.

SPONSORSHIP BENEFITS

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 or banners;
- b. recognition of its sponsorship on the P&C section of the school newsletter;
- 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.

Significant or Unique Arrangements

Anything that is considered significant or unique by the P&C Executive will be reviewed on a case by case basis and, subject to this Policy, may be approved by the P&C membership after consultation between the P&C Executive and the Principal.

Using Contributions

All funds raised will be allocated in accordance with the P&C's agreed charter.

RESPONSIBILITIES

The P&C Executive will review all sponsorship applications and proposals and make recommendations to the P&C membership for approval.

The Secretary is responsible for maintaining a list of approved Sponsors and providing the list to the Principal and the P&C membership.

The Secretary is responsible for keeping a record of all sponsorship arrangements.