

SPONSORSHIP AND PROMOTION POLICY STATEMENT

Definitions

Sponsorship: Negotiation provision of funds, goods, or services to students, teachers, and/or the school in exchange for advertising, publicity, or other benefits.

Promotion: A scheme or arrangement conducted by organisations which is intended for commercial or other benefit, and which involves and rewards students, teachers, and/or the school for participating in the scheme or arrangement.

Commission: Funds provided by an outside agency to undertake a sponsorship/Promotion within our school community.

Principles

- Sponsorship and promotions should only be used to enhance educational programs and not to displace other funding arrangements on which the school depends.
- Sponsorship and promotion agreements shall only be negotiated with organisations whose public image, business practices, and products/services are not inconsistent with the ethos and values of the Moonee Ponds West educational policies and philosophies.
- All sponsorship agreements must be reached through negotiation. The agreement must specify the roles and responsibilities of each party to the agreement, and the nature and level of acknowledgement to be given to the sponsor. This negotiation would normally be undertaken by the principal or his/her delegated representative.
- Sponsorships and promotions must operate within the School's policies on equity.
- Time and resources allocated to sponsorship and promotional activities must be consistent with School priorities and the School's overall educational program.
- Participation in sponsorships and promotions must not generate undue pressure on children, parents, or the school to purchase particular products or services, or to adopt particular beliefs, attitudes, or courses of action.
- Sponsorships and promotions shall not involve endorsement of products or services by the school.
- Acceptance of a sponsor's product or service shall not be a condition of an individual student's participation in sponsored activities.
- Any education materials provided as part of a sponsorship or promotion shall be clearly identified as being those of the sponsor.

Guidelines for Action

1. Negotiated sponsorships/promotions must be presented to Council accompanied by a written report setting out how the proposal complies with the above policy guidelines.
2. Any decision to accept sponsorship or promotion must be discussed at the Resources Sub Committee and then the proposal being ratified by School Council prior to being implemented.
3. Sponsorship/Promotion activities can be approved for a specific period of time, or run for an indefinite period until a review recommends that a particular arrangement should be terminate

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4. Where School Council deems that a particular offer of sponsorship or promotion is likely to cause controversy within the School community the School Council will defer a decision until such time as the views of the members of the School community have been properly canvassed.
5. Commissions received by the school need to be recognized in the monthly Resources Committee financial reports.
6. The schools fortnightly newsletter will be used as the vehicle for advertised Sponsorship or Promotional activities.
7. Sponsorship or promotional materials need to be provided for the school to distribute to families. These will always accompany the relevant newsletter.

Evaluation

Annual evaluation needs to be undertaken during the Program Budget process in November to identify the amount and type of commission the school has received in the preceding twelve months. This will assist with future budgetary planning.

Endorsed by School Council 22/11/2007