

# Sponsorship & Promotions Policy

## Rationale

Kingswood values and respects the important and responsible role the community has in the success and long term viability of the school. The School recognises the mutual benefits gained from developing positive partnerships with organisations that exist within the wider school community. This Policy relates to partnerships that result in sponsorship and/or promotion arrangements with others.

Kingswood Primary School seeks to maximise opportunities that improve educational outcomes for the school community and/or supports the achievement of the Schools' goals and objectives. In considering a sponsorship or promotional arrangement, the Checklist for Sponsorship as outlined in the Victorian Government School Reference Guide, will be considered.

The scope of this Policy excludes the provision of receiving non-conditional donations from any organisation who wishes to support the School.

## Aims

- To establish clear guidelines and processes when considering offers of sponsorship or arrangements for the promotion of products and/or services.
- To ensure the Kingswood Primary School educational outcomes are not compromised and that the brand and reputation of the School is protected and not diminished as a result of such partnerships.
- To make a positive a difference to the life of each student.

## Implementation

- Sponsorship opportunities that improve educational outcomes and/or support the achievement of the Schools' goals and objectives, including fundraising efforts that contribute towards the Schools' goals and objectives, may be considered.
- Kingswood Primary School will not engage in sponsorship opportunities that:
  - adversely affect the schools' educational objectives, independence, integrity, or public image;
  - involve tobacco companies, gaming venues, alcohol companies and organisations involved in offensive or inappropriate activity;
  - requires the Government and/or any Government departments to directly endorse the organisation or its products and services;
  - requires the disclosure of names and address held by the School to an external organisation as a result of the sponsorship arrangement, contravening the Information Privacy Act 2000.
  - contain restrictions regarding the School's ability to purchase goods and services freely, or adversely restrict the School's ability to make choices in any way.
- Sponsorships that generate pressure on children, families or schools to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action will not be considered by the School.
- Sponsorship proposals from potential partners must be requested for consideration. Proposals must detail clear objectives, outline the requirements on each Party and any associated costs.

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- While gratefully acknowledging the support of sponsors, the School will not endorse or recommend any product, service, individual or organisation.
- The school will investigate and negotiate all potential sponsorship and advertising arrangements. The Checklist for Sponsorship as outlined in the Victorian Government School Reference Guide will be used as a guide for decision making.
- Sponsorship and advertising arrangements will be formalised in accordance with the Schools' normal purchasing and contract management policies and procedures.
- Sponsorship arrangements and applicable contracts must include a provision for Kingswood Primary School to immediately terminate the sponsorship arrangement, if, at any time during the life of the sponsorship; it finds the nature of the sponsorship unsatisfactory, in accordance with the initial terms of the Agreement.
- School Council will be provided with details of any sponsorship or advertising proposals for School Council approval before finalising any partnership arrangements. Any pecuniary interests by school councillors must be declared to School Council at the time of the submission of the proposal.
- All sponsorship and partnership arrangements will be considered on merit, and decisions will be made on an individual basis.
- Each individual sponsorship relationship will be monitored and maintained by the Principal or his/her representative.
- Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.
- The level of acknowledgement provided to a sponsor will be considered on a case by case basis, and will be consistent with the level of sponsorship. The acknowledgement provided must be in a form which can be positively of the school.
- The public image & reputation of the School must be considered at all times; and where relevant, the Kingswood Primary School Brand and Style Guide must be adhered to at all times. Use of Kingswood Primary School logo's and/or imagery will only be permitted with the written approval of the Principal.

## Related Documents

- Information Privacy Act 2000 (Vic)

## References

- Checklist for Sponsorship as outlined in the Victorian Government School Reference Guide  
<http://www.education.vic.gov.au/Documents/school/principals/spag/community/sponsorchkltmay11.doc>

## Evaluation

This policy will be reviewed as part of the school's three-year review cycle.

## Review

Version	Edited By / Comments	Next Review
June 2014	Strategic, Development & Engagement Sub-Committee	May 2017
May 2017	Strategic, Development & Engagement Sub-Committee	May 2020

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