

#1 ADVERTISING/ SPONSORSHIP POLICY

Purpose

Coatesville School ("the School") values links with the business community. We understand that for these links to work they need to be mutually beneficial. The School is aware of the dangers inherent in uncontrolled sponsorship and advertising initiatives and is committed to ensuring both the law is complied with and there are no negative impacts on the students, staff or the School's reputation. The purpose of this policy is to provide guidelines for sponsorship, advertising or promotion of products or services to students, parents and the community at School related activities and within the School itself; to ensure the use of the Coatesville School brand is actively managed and controlled and acceptance of sponsorship funds is subject to a standardised approval process. This policy does not refer to any promotion the School may do in its own name.

Rationale

The Board of Trustees recognises that the Ministry of Education funded operations grant is limited and targeted to achieving the National Education Guidelines so supports the opportunity for diversified, additional revenue to allow for enhanced learning opportunities (curricular and extra curricular) for the students of Coatesville School (CS).

Policy application

This policy relates to the activities involved in generating sponsorship for CS.

This includes conditional sponsorship (that includes benefit/s to the sponsor e.g branding, business partnerships) and unconditional funding (where no benefit/s sought or received by the sponsor e.g unconditional donations).

Definitions

Sponsorship – that is - "the supply of time, funds and/or product in return for sponsor brand promotion and positioning within the school community."

Unconditional Donations – where no benefit/s sought or received.

Criteria

- Sponsorship activities must bring a tangible, positive benefit to the school and enhance the value of the school's brand
- Branding & signage – the aesthetics of the school must not be compromised and the school identity is to be maintained. The name of the sponsor may be associated with the school and/or group/team being sponsored however the business name must not replace the name of the school and/or the group/team.
- Sponsor naming rights and exclusivity – all exclusive sponsorship arrangements must be approved by the Board

- Ensure no conflict of interest between any commercial activities and the school's values and the Board of Trustees' strategic goals
- Neither sponsorship contracting party may bring the other into disrepute
- School facilities will be available to all groups within the school to raise funds – no group shall have exclusive rights to school facilities for fundraising activities

Sponsorship Categories:

1. Exclusive, permanent general branding (e.g apparel)
2. Targeted permanent branding (e.g signage on boundary fencing)
3. Targeted temporary branding (e.g Press advertisements for a specific event)
4. Grant applications that require Principal or Board of Trustee sign off
5. Conditional donations (e.g distribution to database/access to students)

NB: this excludes unconditional donations

Sponsorship/Advertising initiatives that the School will consider include, but are not limited to:

- inclusion of advertisements in School publications (e.g. newsletters, web site and the year book);
- rebates to the School on goods/ services;
- the provision of goods/services for fundraising purposes;
- prizes for competition winners / outstanding achievement;
- School property or resource enhancement;
- sponsorship of sports uniforms;
- presentations that support careers education curriculum at Intermediate school level;
- sponsorship of student or staff member travel or conference fees;
- financial support for a project or School operations;
- scholarship for a child;
- financial assistance for staff development;
- Financial assistance for the provision of extra staffing.

Guidelines

- Sponsorship/advertising of any kind will be declined if it is inconsistent with the School's vision, values and principles as articulated in the School Charter (i.e. no tobacco, alcohol, "junk food", pornographic material or political advertising will be approved).
- The School's acceptance of advertising or sponsorship does not constitute approval and/ or endorsement for any product or activity. Nor does the School take responsibility for the accuracy of any information.

- Any Agreement entered into with sponsors/advertisers requiring Board approval must have regard to the term of the current Board (the intention being that future Boards should not be unreasonably restricted by Agreements entered into by previous Boards).

- The School will acknowledge approved sponsorship/advertising as agreed with the sponsor/advertiser. Following are examples of the types of acknowledgement that the School may consider:
 - a. signage “donated by.....” or “sponsored by”;
 - b. letters of acknowledgement by the principal / Board;
 - c. advertisements in school publications and the website;
 - d. acknowledgements at fundraising events;
 - e. tents/ signage with advertising at school events;
 - f. other means agreed at the time of negotiations.

- Each sponsorship will be time –specific, but may be renegotiated for a future period of time.

Procedures

- Guidelines for use and forms are held by the Principal and PFA
- With the exception of exclusive and permanent branding sponsorship applications, the Board delegates responsibility to the Principal for the approval of grant funding applications, business partnerships and commercial sponsorships, recognising commercial sensitivity when doing so, and reporting on them to the Board.

Adopted by: Board of Trustees December 2014