



## **ADVERTISING AND SPONSORSHIP POLICY** **Brunswick South Primary School**

<b>Policy</b> <b>Implementation Date</b> August 2017	<b>Review Date</b> August 2021	<b>Responsible for</b> <b>Review</b> Policy Subcommittee
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### **Rationale**

Brunswick South recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the wider school community.

In considering any such partnership it will be communicated to the wider school community that participation in advertising and sponsorship will not generate pressure on children, parents or schools to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.

### **Aims**

To improve student learning, to increase staff development opportunities, and to enhance school resources through a deliberate strategy of developing positive and purposeful partnerships with organisations, businesses and societies that exist within the wider school community.

### **Implementation**

- A sub-committee of the school council, (Principal or Principal nominee, President and convener of Community and Partnership Sub Committee), will investigate and negotiate potential sponsorship or advertising arrangements.
- The sub-committee will provide school council with a full detailed written report of any proposal, and seek school council approval before finalising any partnership arrangements. Any pecuniary as well as actual or potential conflicts of interest by school councillors must be declared to school council at the time of the sub-committee's report. As a matter of good governance and pecuniary interests, relating to members of the parent/carer community should also be clearly identified.
- All sponsorship and advertising arrangements will be considered by school council on merit, and decisions will be made on a case-by-case basis.

- When pursuing potential sponsorship/advertising arrangements, the sub-committee is required to adhere to the following code of ethics:-
- Sponsorships/advertisements will only be sought with organisations, companies and societies where a clear and demonstrable benefit for the students and the school's programs can be guaranteed.

Sponsorship/advertisement arrangements must take into account the views of the school community, as well as the school values, goals and objectives and avoid any associations where the organisation or business values are inconsistent with those of the school.

Sponsorship/advertisement arrangements will only be entered into with organisations, companies and societies that have a positive public image, are associated with products and services appropriate for a school to align themselves with, and that improves educational outcomes for students.

Arrangements must not be entered into with companies directly involved with tobacco or alcohol products or gambling venues, or that are associated with offensive subjects, themes or activities or that seek information from the school that would contravene the *Information Privacy Act 2001*.

- Sponsorship/advertising arrangements must not be entered into with political parties.

Sponsorships/advertisement arrangements that contain restrictions regarding the school's ability to purchase goods and services, restrict the school's independence in any way, or expect our school to endorse or promote their product or services will be avoided.

- Each individual sponsorship arrangement will be reviewed on an annual basis by school council.

Related Policies:

- Parent Communication Policy
- Photographing and Filming Policy

## Sponsorship Procurement Procedure

Prior to attempting to procure sponsorship, we need to refer to the database of sponsors.

Then we need to:

- identify sponsors
- Checklist against DET school guidelines
  - Has the agreement been completed by the sponsor/advertiser?
  - Is the agreement consistent with the ethos and values of Brunswick South PS?
  - Is there a possibility of damage to Brunswick South PS's image and reputation?
  - Does the advertising imply that a product or service is recommended by BSPS?
  - Are the requirements of the sponsor/advertiser clearly stated in the agreement?
- Approve the sponsorship level of commitment sheet.
- Has a cost/risk versus benefit analysis been undertaken?
- Has a detailed written report been provided to council and has the sponsorship arrangement been endorsed by council?
- Letter of agreement
  - Level of commitment
  - Duration of the commitment
  - Clear details of the sponsorship
  - signature of endorsement from both parties (Principal and sponsor)

- Final letter of thanks
- Company sponsoring will be mentioned in newsletter, board listing at event, school used in photos/ promotional material in line with Photographing and Filming Policy
- Have appropriate records of the above been stored and maintained for review and audit?

**Sponsorship/Advertising Agreement  
Brunswick South Primary School**

This agreement is made on \_\_\_\_\_ (day/month/year) between \_\_\_\_\_  
(The Principal) and \_\_\_\_\_ (the provider)

Parties to the Agreement

School: Brunswick South Primary School

Name and Address of Provider: \_\_\_\_\_

\_\_\_\_\_  
(If the applicant is a company, include ABN number)

**Details of the Advertising Sponsorship agreement:**

\_\_\_\_\_  
\_\_\_\_\_

**Financial Arrangements:**

\_\_\_\_\_  
\_\_\_\_\_

**Period of Agreement:**

From \_\_\_\_\_ to \_\_\_\_\_

**Endorsement of Executive of School Council:**

Principal's Signature: \_\_\_\_\_

School Council President's Signature: \_\_\_\_\_

School Council Treasurer's Signature: \_\_\_\_\_