

policy **ADVERTISING & SPONSORSHIP**

RATIONALE

To guide ethical and honourable use of development of fundraising sponsorship for Sunshine Primary school in line with the vision and values contained in the schools Strategic Plan.

AIMS

To provide guidelines for authorised school groups when they are:

- planning and implementing Sponsorship Action Plans
- considering unsolicited proposals for advertising and or sponsorship
- reviewing sponsorship or advertising arrangements

IMPLEMENTATION GUIDELINES

Authorised school groups (The Principal/Assistant Principal/interested staff and members of the relevant Sub-Committee of School Council) should develop Sponsorship Action Plans in accordance with the school vision and goals.

Appropriate consultation with School Council and Staff should occur when necessary and these groups should be kept informed as the Plan is being activated.

Plans should include information related to roles for contact people, the names and addresses of target projects and or businesses, proposals, time lines, purposes and outcomes.

Intra-state, inter-state and international bodies as well as local community based projects or businesses should be considered when sponsorship is being sought or considered. The matching of sponsorship with particular school projects or fundraising targets may be desirable.

When the suitability of an advertising and or sponsorship proposal is being considered authorised school groups should determine if the product or service

- is in keeping with the Strategic Plan Goals and Priorities and school philosophy, policies and practices
- is not dangerous, illegal or misleading
- does not exploit the school or its community members
- will unduly restrict or inhibit decision making
- whether the benefits will outweigh the costs to the school or community members
- directly influence and or impact on the school's Student Resource Package

EVALUATION

When sponsorship and or advertising deals are being struck a clear statement of understanding including details related to charges, payments or benefits, time lines, duration, special conditions, etc. should be developed, documented and agreed to by the sponsor and the authorised group representative. Any amendments to the agreement should be re-negotiated and approved by the authorised group and reported to all staff.

Once sponsorship/advertising agreements are in place the following statement should be published via the School Newsletter - "The acceptance of the ... sponsorship/advertising deal does not imply the school's endorsement of any associated product or service nor will the school accept responsibility for accuracy of information contained in advertisements or claims made by any associated company."

- The authorised school group should reserve the right to terminate any deal at any time, if original conditions are not being met.
- Any unsolicited advertising and or sponsorship proposals should be directed to the appropriate school group for consideration.
- Any approved advertising signs should be in keeping with the environment, be pleasing to the eye and installed according to safety regulations and by-laws
- Any monies, products or kudos gained from advertising and or sponsorship deals should be used to support and enhance children's learning experiences and the school curriculum.
- Sponsorship and or advertising deals should be reviewed, in accordance with agreements.