



# Sponsorship Policy

Endorsed by School Council: August 2017

## Rationale:

New Gisborne Primary School 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.

It is understood by the wider school community that participation in advertising and sponsorship must not 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.

## Aims:

NGPS will only engage in sponsorship activity that:

- improves student educational outcomes either directly or indirectly
- supports the achievement of NGPS strategic and operational goals and objectives
- enhances school resources through a deliberate strategy of developing positive and purposeful partnerships with organisations/businesses that exist within the wider school community.

NGPS will not engage in a sponsorship that:

- engages in activity aimed at delivering or replacing core school or Department services
- involves political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, and organisations involved in offensive or inappropriate activity
- requires NGPS to directly endorse or promote its products and/or services
- requires disclosure of the names or addresses held by the school to an external organisation as a benefit of sponsorship unless the individual's consent is provided.

## Implementation:

- The school leadership and/or school council will investigate and negotiate all potential sponsorship arrangements.
- All sponsorship proposals must be documented and submitted for school council approval before finalising any proposed arrangements.
- Any pecuniary interests by school councillors must be declared to school council prior to any resolution.
- All sponsorship arrangements will be considered by school council on merit, with decisions made on a case-by-case basis.
- School Council must be aware that providing external organisations with naming rights for a government asset, event or initiative in return for their sponsorship must be first authorised by the Minister and the risk posed by this action must be seriously considered.
- All sponsorship arrangements will be documented as a sponsorship agreement which:
  - sets out terms of the sponsorship including termination or conflict resolution procedures
  - specifies that NGPS does not endorse the organisation or its products and that the arrangement must not be promoted or publicised as such
  - includes reporting requirements.

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- When pursuing potential sponsorship arrangements, the school council is required to adhere to the following ethical considerations:
  - Sponsorships will only be sought with organisations, companies and societies where a clear and demonstrable benefit for NGPS students and the school’s programs can be guaranteed
  - Sponsorship agreements should only be negotiated with organisations whose public image, products or services are consistent with the ethos, values, goals and policies of the school and its community.
  - Sponsorship arrangements **will only** be entered into with organisations and businesses that:
    1. have a positive public image
    2. are associated with products and services appropriate for a school to align themselves with
    3. improve educational outcomes for students
  - Arrangements **must not** be entered into with companies directly involved with:
    1. tobacco or alcohol products and/or any other products considered to be harmful to children and parents
    2. offensive subjects or themes or activities
    3. seeking information from the school that would contravene the *Information Privacy Act 2001*, or
    4. political parties, or
    5. gaming venues or gambling products.
  - Sponsorship arrangements that contain restrictions regarding the school’s ability to purchase goods and services freely, or restrict the schools ability to make choices in any way, or expect the school to endorse or promote their product or services, will be avoided.
- Sponsorship acknowledgement by NGPS will be consistent with the level of sponsorship and in a form that can be positively associated with enhancing educational outcomes and the public image of NGPS. Acknowledgement does not sanction endorsement of the sponsor, their services or products.
- All transactions related to sponsorship activities will be reported to School Council.
- Each individual sponsorship relationship will be monitored and maintained by the school leadership.
- Each individual sponsorship arrangement will be reviewed on an annual basis by school council.

**Definition of terms:**

Sponsorship is the purchase of rights or benefits, including naming rights, delivered through association with the sponsored organisation’s name, products, services or activities. The rights or benefits typically relate to the sponsor's reputation, management or communication objectives.

A sponsorship is not:

- a grant, including money, goods or other benefits provided to the recipient for a specified purpose, but with no expectation of attaining rights or benefits as outlined above
- a bequest that has no obligations on the school and offers little or no rights or benefits to the provider
- the sale of advertising space, editorial comment or advertorials.

**Evaluation:**

This policy will be reviewed periodically or in response to changes in relevant external Standards, Guidelines and Legislation

**Approval Body:** School Council

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