

## Related Policies

---

Media Usage  
Web Publishing

## Purpose

---

This policy and its procedures are intended to give guidance to school communities engaged in sponsorship activities to maximise the important educational benefits which can be obtained and to avoid activities which are not consistent with good educational practice, Gospel values or the vision/mission of the school or System.

The policy and its procedures are intended to support schools in responsible decision-making in commercial sponsorship activities.

This policy does not relate to normal commercial dealings between organisations and schools, to simple donations of goods and services, to the customary fundraising activities schools undertake or to materials developed independently by organisations for use in schools.

## Policy

---

Schools may seek and participate in sponsorship activities provided they are conducted in accordance with this policy and its procedures.

The sponsorship activity must be consistent with Gospel values and the purpose and goals of the System schools in the Archdiocese of Canberra and Goulburn.

Staff members must not individually or collectively benefit as a result of sponsorship arrangements and must not take, or seek to take, improper advantage of their position in order to obtain benefits for themselves, their family or any other person or organisation. The benefits of a sponsorship must go to the school, a group of schools or the Catholic Schools System in the Archdiocese of Canberra and Goulburn.

A written sponsorship agreement is prepared for every sponsorship arrangement and clearly specifies the roles and responsibilities of the parties concerned. It details, as a minimum, the form and value of sponsorship provided, the agreed acknowledgement provisions and the period of the agreement.

Acceptance of a sponsor's product or service is not to be made a condition for the participation of students or staff in the sponsored activity or program.

Sponsorship is seen as an opportunity to enhance the education of students and is viewed as a supplement to education activities. Sponsorship should not be relied upon as a permanent source of funds or as a major source of funds for education programs.

The educational rationale for the activity to be sponsored is foremost in discussions and is to be specified in the sponsorship agreement. A sponsorship agreement must not compromise the professional standards and ethics of staff and must not limit or direct academic debate or influence the curriculum or other school programs.

Time and resources allocated to sponsorship activities are to be consistent with school priorities and the overall education program. A sponsorship is not to be pursued if the time and resources used to obtain and maintain it exceed the value of the sponsorship.

Schools should only deal with reputable companies and assure themselves that the products/services involved are of a high quality and compatible with the school's value system.

Any company or organisation whose name is associated with the manufacture, distribution or sale of tobacco products, alcoholic beverages, pornography, illegal drugs, exploitation of labour or armaments is not regarded as an appropriate sponsor. This does not necessarily preclude involvement with local clubs, supermarkets and other businesses, provided their name is not linked to inappropriate products/services.

The sponsorship agreement must not require the school or System to endorse or recommend any product or service.

Participation in sponsorships must not create undue pressure on children, parents or schools to purchase particular products or services or to adopt particular beliefs, attitudes or courses of action.

Prior to entering into any sponsorship agreement, the Principal consults with and gains the approval of the School Board or School Council.

## Definitions

---

**Sponsorship** – The negotiated provision of funds, goods or services to students, teachers, schools or school systems in exchange for advertising, publicity or other benefits or acknowledgement.

**Sponsorship Agreement** – a written document outlining the negotiated terms for a sponsorship.

## Procedures

---

### **1. Selecting a Sponsor**

When considering an organisation as a potential sponsor, schools should evaluate the appropriateness of:

- the type of products or services the organisation markets
- the marketing methods used
- its public image as an employer, including its history on social justice issues
- the impact of its products and processing on the environment.

Where there is doubt as to the suitability of an organisation, the sponsorship negotiations should not proceed until advice has been sought from the Catholic Education Office (CEO).

### **2. Restrictions on Sponsorship Acknowledgement**

The sponsorship agreement must not endorse or recommend any product or service. Neither staff nor students should be involved in marketing commercial products of sponsors. Staff should not actively recommend or endorse a product or service and no statement in the sponsor's advertising should imply that a product or service is recommended or endorsed by the school or in the Archdiocese of Canberra and Goulburn.

The school's or CEO's name, official letterhead, website banner, general uniform and buildings should not incorporate the names or logos of sponsors and should not be used to advertise sponsor's products. Sponsor acknowledgement must not extend to the granting of naming rights for a school activity.

Any educational materials provided as part of a sponsorship or promotion should be clearly identified as being those of the sponsor.

### **3. Forms of Sponsorship**

Sponsorship may take the form of:

- Provision of goods eg. computer equipment
- Provision of services eg. employees of sponsoring organisation providing professional/technical advice

- Provision of funds eg. for resources, materials, sports gear, capital or computer equipment.

Sponsorship may be negotiated at a number of levels:

- Individual schools
- Clusters of schools
- System level.

During sponsorship negotiations, the prospective sponsor must be given a copy of these policies/procedures and the school and System vision statements so that they are fully aware of the limitations involved in sponsoring a school or school system.

#### **4. Sponsorship Agreement**

Prior to entering into any sponsorship agreement, the Principal must consult with and gain the approval of the School Board or School Council.

The sponsorship agreement may take the form of:

- an exchange of letters
- a sponsorship agreement
- a sponsorship contract

depending on the value and conditions of the agreement.

Schools are encouraged to discuss any proposed sponsorship arrangement with the CEO at an early stage of the negotiations. Schools must forward a copy of their draft sponsorship agreement to the CEO for review before it is signed by the parties to the agreement.

Sponsorships should be viewed as an ongoing relationship rather than a one-off agreement. Schools should be prepared to foster and maintain a relationship with appropriate sponsors.

Each sponsorship agreement must:

- be made for a specified period which must be identified in the agreement. Sponsorship agreements should normally not extend beyond twelve months but may be re-negotiated for a further period
- detail the form and value of the sponsorship provided
- detail the extent of acknowledgement to be given to the sponsor. Acknowledgement must be given to the sponsor rather than to any product or service provided
- include a clause which allows cancellation of an agreement, without penalty, where information questioning the appropriateness of an organisation as a sponsor comes to light after the agreement has been signed
- specify ownership of any copyright associated with the agreement.

Forms of acknowledgement will vary. The prominence of the acknowledgement given should be commensurate with the value of sponsorship given. The following methods are examples of acceptable forms of acknowledgement:

- a plaque or notice in the school foyer or on donated equipment
- acknowledgement in school publications and/or on the school's web page
- attendance by the sponsor at appropriate school functions
- sponsor's name or logo on sports uniforms provided that it does not dominate the school logo
- inclusion of a sponsor's advertisement in school publications provided the school is not seen as endorsing the sponsor's product or service.

The following people have authority to sign a sponsorship agreement:

- Individual school – School Principal
- Cluster of schools – nominated Principal/s
- School System – CEO Director.

Copies of all sponsorship agreements are to be forwarded to and registered at the Catholic Education Office.

### **5. Accounting for Sponsorships**

Any moneys received from sponsorships are to be reflected in the school accounts under the “Sponsorships” code.

Sponsorships are usually payment for services such as advertising. GST is payable on sponsorships where money is provided. If the sponsor is registered for GST, schools should ask the sponsor to provide the GST component as well as the sponsorship offered, for example, if the sponsorship offered is \$1,000, ask the sponsor to also provide the GST component of \$100. The school is liable to pay the \$100 GST to the ATO and the sponsor can claim an input tax credit to recover the GST.

Capital goods received from a sponsorship are to be taken up in the school asset register at market value with a corresponding entry to the “Sponsorships” code.

The receipt of an unconditional donation or gift is not a sponsorship and is not subject to GST.

Sponsorship Agreements must be retained for at least seven years.

### **References**

Nil

### **Forms**

Nil

<b>Approved By:</b>	Service Area Leadership Team
<b>Issuing Service Area:</b>	Resource Management and Strategy
<b>Implementation Date:</b>	December 2006
<b>Policy Revision Date:</b>	July 2014
<b>CEO Contact Officer:</b>	Head, Resource Management and Strategy
<b>TRIM Record Number:</b>	R88176