

Fairfield Primary School

Sponsorship Policy

Rationale:

Fairfield Primary School is committed to the provision of quality education, in accordance with our values of excellence, creativity and respect. In realising this commitment, it is recognised that locally raised funds can usefully supplement core funding; and that sponsorship by external entities is one way of contributing to this need.

Definitions:

For the purpose of this policy sponsorship includes:
Financial contributions or the donation of monies, goods or services to Fairfield Primary School with or without reciprocal conditions.

Aim:

To guide sponsorship decision making.

Implementation:

Sponsorship proposals will be referred to the Community Committee for consideration and recommendation to School Council.

Sponsorship arrangements must be approved by School Council, compliant with DEECD policies and informed by the following guidelines.

Sponsorships must enhance educational programs

The underlying principle for the conduct of all sponsorship activities is that they enhance (either directly or indirectly) educational opportunities for students.

Sponsorships must be consistent with the ethos and values of Fairfield Primary School

Sponsorship agreements should only be negotiated with organisations whose public image, products or services are consistent with the ethos and values of education at Fairfield Primary School. Further, they will be consistent and compliant with the Australian Dietary guidelines (NHMRC 2013) in the Fairfield Primary School Healthy Eating Policy.

Sponsorships must be compatible with good educational practice

Time and resources allocated to raising funds and obtaining sponsorships should not compromise Fairfield Primary School's priorities and the overall educational program.

Where possible, Sponsorships will help establish and promote local links

In recognition of the importance of the local economy and community ties, attempts will, where possible, be made to establish any new sponsorship and promotional links locally.

Clarity of Sponsorship and promotion agreements Fairfield Primary School and its sponsors should be clear about their obligations and anticipated benefits pursuant to any proposed sponsorship arrangements.

Sponsorship-related materials

The Fairfield Primary School letterheads, name, and logo must not in any way incorporate the name or logo of the sponsor. Where acknowledgement of the sponsor occurs on promotional material, the sponsor's name or logo should not in any way overshadow the name or logo of Fairfield Primary School.

A register of sponsors will be maintained by the school and tabled at School Council. Upon request, a list of sponsors can be made publicly available.

The School Council will review the school's sponsorships annually.

Fairfield Primary School will publicly acknowledge organisations or individuals that make gifts to Fairfield Primary School in an appropriate manner, as determined by the Principal.

Any advertising involving another organisation must be in accordance with these guidelines and approved by School Council.

These guidelines will be made available to parents, staff, and committees making decisions in relation to external financial sponsorship or advertising.

Evaluation:

This policy will be reviewed as part of the school's three-year review cycle.

References:

DEECD finance policy.

This policy was ratified by School Council in

September 2014