



Sponsorship Policy

Rationale

Fairfield 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.

Definition

Sponsorship is the act of supporting an event or organisation financially, through the provision of products, services or activities, in exchange for rights (including naming rights) or certain specified benefits, such as logo placement or public acknowledgement.

- **Advertising** – Advertising is an arrangement where a company purchases spaces for an agreed price to advertise their product or service and there are no additional benefits to the advertiser. For example, a company pays a school to buy space in a newsletter or magazine, or a billboard at a sporting event.
- **Donations** – A donation is a one-off untied gift that has no requirement for benefits in return. If the donor receive more than 'mere recognition' (i.e. advertising), the donation must be treated as a sponsorship.
- **Sponsorship** – The sponsor provides a contribution of money or in-kind support in return for certain specified benefits, such as logo placement, public acknowledgement, etc. Sponsorship is therefore not philanthropic and is not a donation.

Aim

- To enhance school resources, improve student learning, and engage with our local community through developing positive and purposeful partnerships with organisations and businesses that exist within the wider community.

Implementation

SELECTION CRITERIA

Fairfield Primary School will engage in sponsorship activity with partners that:

- Align with the views of the school community as well as school values, goals, and objectives. The school will avoid any associations or business values that are inconsistent with their own.
- Have a positive public image and are associated with products and services appropriate for a school.
- Support the improvement of educational outcomes for students.
- Are not directly involved with tobacco or alcohol products or gambling venues (this is applicable to events attended by students).
- Are not associated with offensive products, themes or activities or that seek information that would contravene the Information Privacy Act 2001.
- Are not a political party.



SELECTION PROCESS

- School Council will approve sponsorship values, equal or to the value of \$25,000, subject to the above criteria and meeting the requirements of the Department of Education's [Assessing Sponsorship Checklist](#) and their [Sponsorship for Schools Procedure](#).
- Community Committee, in consultation with the Principal, will approve sponsorship values, equal or to the value of \$1,000, subject to the above criteria meeting the requirements of the Department of Education's [Assessing Sponsorship Checklist](#) and their [Sponsorship for Schools Procedure](#).
- All sponsorship and partnership arrangements will be considered on merit and according to the above criteria with decisions being made on an individual basis.
- Any pecuniary, as well as actual or potential conflict of interests by School Councillors must be declared to School Council before being approved. As a matter of good governance, pecuniary and conflict of interest relating to members of the parent/carer community should also be identified.
- Information relating to the sponsorship will be stored in the school's *Sponsorship Register*.
- Each individual sponsorship arrangement will be reviewed on an annual basis.
- School Council reserves the right to terminate any deal at any time, if original conditions are not being met.
- Acknowledgement should not be seen to endorse the sponsor, their services or products, and can include:
 - Public display at functions of temporary signage acknowledging the sponsorship.
 - Acknowledgement of the sponsorship in newsletters or speeches.
 - Attendance by the sponsor at school functions and an opportunity to make an address or present an award.
- A final letter or certificate of thanks will be provided to the sponsor acknowledging their contribution to the school.

Evaluation

This policy will be reviewed as part of Fairfield Primary School's 3-year review cycle in May 2023.

References

- Department of Education's [Assessing Sponsorship Checklist](#)
- Department of Education's [Sponsorship for Schools Procedure](#)

This policy was ratified by School Council in May 2020