



SACRED
HEART
COLLEGE

SPONSORSHIP POLICY & PROCEDURES

CONTEXT

Corporate sponsorship is a reality in the contemporary world and from time to time the College will undertake sponsorship to assist with the costs of programmes, equipment and special events. Whilst the College recognises that it is part of the wider community and there are benefits to be derived from commercial partnerships with business, it is essential that any agreements entered into by students and staff are consistent with the Catholic and Marist ethos of the College.

In considering partnership with corporate organisations, staff and students need to be mindful of the reasons organisations may consider sponsorship. These include:

- Demonstrating good corporate citizenship;
- Demonstrating commitment to a community;
- Generating positive visibility to increase sales;
- Generating favourable media interest and publicity; and
- Competing with other companies.

Staff and students must be aware of these motivations and ensure that the good reputation of the College is not compromised by organisations seeking to gain an advantage in these areas. The College will not engage in sponsorship arrangements that are inconsistent with the ethos of a Catholic school and the mission of Sacred Heart College Senior.

DEFINITIONS

Sponsorship is the negotiated provision of funds, goods or services to students, teachers or the College in exchange for advertising, publicity or other benefits.

Promotions are defined as a scheme or arrangement conducted by organisations which is intended for commercial or other benefit, and which involves and rewards students, teachers, schools or the school sector participating in the scheme or arrangement.

It is important to distinguish sponsorship and promotions from donations; whilst a sponsorship may be motivated by an organisation or individual sense of philanthropy, if the provider seeks or is provided with any form of recognition or service in return for the sponsorship, then it is by definition not a donation.

SPONSORSHIP POLICY

To enhance the learning opportunities provided to students and to develop partnerships with the wider community, the College will consider entering into appropriate commercial arrangements with businesses and not for profit organisations with objectives that are consistent with the mission of the College.

PRINCIPLES

To be considered for approval:

- Acceptable commercial arrangements involving sponsorships and promotions must be:
 - Sensitive to the cultural composition of the College community;
 - Consistent with school policies on inclusiveness; AND
 - Based upon aspects of peace, justice, morality, respect for the law and environment and respect for the integrity of individuals.
- Sponsorships and promotions must not relate to direct commercial dealings between the College and organisations, to donations, to fund raising activities ordinarily conducted by the College, or to materials developed by organisations for use in the College that do not result in commercial benefit.
- A proposal should enable the College to form a positive link with of the wider community.
- A proposal must enhance the educative opportunities of some or all students.
- Sponsorship and promotion agreements must only be negotiated with organisations and individuals whose image and activities are consistent with the ethos of a Catholic school. Factors beyond the local environment, such as the nature of the organisations activities in third world nations should be considered.
- Any sponsorship or promotional agreement must be consistent with other published policies of the College and be in line with guidelines established by bodies such as the Australian Taxation Office.
- Any sponsorship or promotional agreement must not place undue pressure on students, parents, staff or the College to purchase particular products or services or to adopt particular beliefs, attitudes or courses of action.
- Acceptance of a sponsor's proposal must not be conditional upon student's participation in a sponsored activity.
- The College will not endorse a product or service, or be in a situation where it might reasonably be construed as doing so.
- The College's normal funding arrangements must not be displaced by the sponsorship or promotional agreement.

DATE PASSED: MONTH 2008

DATE FOR REVIEW: MONTH 2011

- The College through involvement in sponsorship or promotional agreements will not be associated with deceptive or contentious practices including door to door canvassing, pyramid selling, trading of database details or personal referral for example.
- Monies raised through commercial sponsorships and promotions should be used for charitable works or capital projects, not for school recurrent funding purposes.
- Any sponsorship or promotional agreement must not contravene healthy living practices. For example the College will not accept sponsorship from organisations involved in fast food manufacture or sales or production and distribution of alcoholic products.

PROCEDURES

- Negotiations should clearly outline the nature of the funds, goods and services being provided to the College and the sponsors and College's rights and responsibilities pursuant to the sponsorship agreement.
- Commercial logos, names, advertising tag lines and images must not appear on the College letterhead or on any signage, publication, uniform (including sporting uniform), equipment or building without the express permission of the College Council.
- Any educational materials provided as part of the sponsorship must be clearly identified as being those of the sponsor.
- Students should not be involved in fundraising activities connected with commercial sponsorships or promotions which involve door to door canvassing or the offer of prizes to individuals or groups raising the largest amount.
- Any sponsorship or promotional agreement must be arranged for a fixed term, be subject to a periodic review by the CLT and/or College Council.
- All sponsorship or promotional agreement must be signed by the Principal as the College's representative and will be referred to the College Council before an extension or alteration to the terms of the contract are endorsed.

Signed: _____

Date: _____

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