

Bicton Primary School

Sponsorship Policy

May 2016

BACKGROUND

Under the IPS Framework, agreements or arrangements for sponsorship and advertising require the approval of the School Board (SEA s. 216 (5)). Sponsorship is defined by the Department of Education as "...the purchase of the right to associate a Sponsor's name, products or services with a School in return for negotiated benefits. Sponsorship is an arrangement for providing for a distinct two way return of benefits."

SPONSORSHIP CATEGORIES

There are a number of different forms of sponsorship, categorized as follows:

1) Purchase Rebate Programs

Purchase rebate programs have included Champion Supply Lists, Book Club, Baker's Delight, Woolworths, Entertainment Book, Commonwealth Bank and others. The substance of these programs is that the School receives a rebate, either in cash or in-kind, based on purchases made by the school community. In return, BPS provides awareness of these programs to the school community.

Criteria for such programs to be considered by the Board include:

- a) The product or service:
 - a. supports the educational objectives of BPS (education, sport, arts); or
 - b. is a regular purchase for a majority of the school community;
- b) The product or service is aligned with any relevant guidelines of the Department of Education and the values of BPS.
- c) The school community is under no obligation to purchase from the specific supplier and there are readily available alternatives to the designated supplier;
- d) There are no contractual commitments involved to the school community.

Additional consideration may be given if the program is available to other schools in the community.

2) Events

The Board considers sponsorship to be a productive way to support BPS events, including the Swimming and Athletics Carnivals as well as P&C events such as the Fete and Lapathon. An event sponsorship may include a number of components to benefit the event.

- a) Cash to be utilized for awards, equipment, facility rental, prizes.
- b) Provision of a product / service such as a water station

c) Volunteer time for set-up, tear down, or the event itself

In return, BPS would provide defined advertising and promotional opportunities to the sponsor. Events sponsorship would be for a specific event to allow for review and renewal if appropriate.

3) Advertising

If is the Board's position that advertising, which generally involves the payment of cash for exposure of a supplier's brand, does not constitute sponsorship and therefore is discouraged.

4) Community Promotion

A number of community businesses and organizations approach BPS for general marketing and exposure to the school community. It is the responsibility of the Principal to assess and approve these proposals, with consultation to the Board if deemed necessary.

SPONSORSHIP GOVERNANCE

Historically, there have been a variety of arrangements at Bicton Primary School some of which have been entered into directly by the school and others through the P&C.

Under the IPS mandate all sponsorship proposals will be presented to the Board for approval. Proposals should include the following:

- All relevant details of the proposed arrangement;
- An assessment of the proposal against this policy;
- An assessment of the effort required by BPS to generate the benefits proposed
- Identification of any risks or potential conflicts;

The Department of Education provides a specific document that is required for a Sponsorship arrangement, which includes School, Board and Department approval. The Board has reviewed this document and concluded that its preparation would be required for a financially material, multi-year commitment.