

Corporate Sponsorship Policy

Underlying Principles

Corporate Sponsorship refers to the promotion within the school community of a business, and potentially predominant use of that business, with the expectation of mutual benefit. (Conditions apply for Staff and Committee Members – refer Note 3 below).

Immanuel Gawler is central to a community of people and therefore some businesses may see a commercial advantage in being seen to be endorsed by the School in some way. Alternatively, some businesses owners may feel aligned with the values of the School and wish to support it through ongoing donation or other means, for which it is appropriate that the School give some form of public recognition.

Where such endorsement does not lead to a prejudicial situation or bring the School into disrepute, and the consideration provided for such endorsement brings a direct benefit to the School as a whole (such as lower operating costs), then it may be acceptable to engage in a sponsorship relationship.

A sponsorship relationship may be limited to a single event or extend over several years; since the school brand and reputation become associated with an external commercial entity, possibly for a long time, careful consideration must be given to each sponsorship opportunity.

Policy

1. All Corporate Sponsorship relationships must be approved by School Council, and be consistent with the “delegation of authority” policy
2. Before a sponsorship relationship can be approved, School Council must agree:
 - (a) that the candidate organization and the activities of the candidate organization are not in conflict with the mission, vision and values of the School;
 - (b) that entering into a sponsorship relationship will be of tangible benefit to the school as a whole;
 - (c) that the sponsorship would not be in conflict with any other standing agreements;
 - (d) that the mutual obligations of each party under the proposed relationship are reasonable, and equitable in comparison to any other existing relationships.
3. If a member of School Council or Staff has an interest in any organization seeking a sponsorship relationship, this does not in itself preclude the relationship; however, due conflict-of-interest processes must be followed, and any benefits (financial or pecuniary) received by members or staff either directly or indirectly need to be fully disclosed in the Annual Audited Statements.
4. If a sponsorship relationship is approved, a standard form of contract shall be entered into, which:
 - (a) defines the scope of the agreement, general obligations, liability issues and termination conditions



- (b) contains a schedule attachment that defines:
 - i. duration of the agreement
 - ii. undertakings of the School
 - iii. undertakings of the sponsoring organization
5. The types of undertakings by the School that might be considered appropriate include:
 - (a) Links or logo advertising on the school website
 - (b) Periodic advertisements in school newsletters
 - (c) Display of provided signage at school events
 - (d) Special promotions aligned with school initiatives (e.g. ipad discounts)
6. In all cases the relationship should not be portrayed ambiguously; for example, if the School is sponsored by a business whose goods or services it does not actually use, any inference that the School does use the business should be avoided.
7. Obligations that involve exclusive use of the sponsor by the School require a higher standard of scrutiny and shall apply the following additional conditions:
 - (a) in no case shall the wider community be forced to use a sponsor exclusively (e.g. a single source supplier for all student iPads), and
 - (b) undertakings of exclusivity by the School shall be limited by caveats where the School may use other suppliers if the School would be disadvantaged (e.g. if the sponsor cannot deliver in a timely fashion).
8. Examples of appropriate sponsorship include:
 - (a) monetary donations;
 - (b) discounts for, or donations of, products or services that the school regularly uses and requires as part of its day to day operations;
 - (c) donations of products or services that provide new facilities or capabilities.
9. Examples of inappropriate sponsorship include:
 - (a) incentive schemes that require the school or community to achieve a threshold level of purchasing before any benefit is offered;
 - (b) schemes that require goods or services to be purchased that are not normally required for school operations;
 - (c) schemes that benefit individuals rather than the school as a whole;
 - (d) offers of discounts in exchange for exclusive use of a business (since there is no guarantee of a nett price advantage)
10. School Council is under no obligation to provide reasons for either accepting or rejecting any application to enter into a sponsorship relationship.

Bases of Discretion

This policy is not intended to apply to one-off unconditional donations. The Principal may use discretion in relation to any recognition given for one-off or infrequent/irregular donations where the donating party is not seeking specific recognition.