



SPONSORSHIP POLICY

1. PURPOSE

The purpose of this Policy is to set the direction and parameters of the Sponsorship Program at St Andrew's Anglican College (the College).

2. SCOPE

This Policy applies to all areas of the College attempting to raise funds, including Support Groups such as Friends of Music, Friends of Rugby etc.

3. EXTERNAL REFERENCES

- Trade Practices Act (1974)

4. DEFINITIONS

For the purpose of this Policy:

Sponsorship means the provision of money, services, goods or funded scholarships to the College by an individual or corporate entity directed to a specific purpose in return for which, publicity, speaking opportunity or some other benefit is expected.

5. RATIONALE

The College recognises that sponsorship from external parties is an important strategy in financing College activities in order to reduce the financial burden on Parents/Guardians.

However, sponsorship will only be considered if the resultant support will directly benefit the College's Mission and or Vision, is in keeping with the image, values and ideals of the College and complies with the guidelines issued by regulatory authorities such as the Australian Taxation Office.

Sponsorship arrangements will only be used to:

- retain and enhance the integrity of the relationship the College has with suppliers, sponsors and the College community
- retain and enhance the integrity of the aesthetics of the College environment
- substantially support the operations of the College through securing financial, operational and marketing resources
- generate non-traditional revenue to ultimately extend capital development (School Building Program)
- enhance the existing program delivery and services to students
- substantially support the College's existing marketing and communication

6. GUIDELINES

When considering a sponsorship arrangement the following guidelines must apply:

6.1 Any sponsorship arrangement must recognise the right of the College to terminate the sponsorship should the provisions of this policy not be met.

6.2 Sponsorship must only be granted if :

6.2.1 It is in keeping with the image, values and ideals of the College.

6.2.2 It does not involve contentious practices such as door-to-door canvassing, pyramid selling, trading of data base details or personal referral.

6.2.3 It does not expose the College to an unacceptable degree of commercial risk.

6.2.4 The College is satisfied the sponsorship commitment is viable and is easy to implement.

6.2.5 It does not provide any explicit endorsement or any encouragement from the College to buy, use or support the sponsor's goods or services.

6.2.6 It does not compromise normal funding and/or other commercial arrangements.

6.2.7 It does not promote or encourage the use of tobacco alcohol, gambling, or any other such inappropriate products and or services as determined by the Principal and the College Council.

6.2.8 It does not incur a financial penalty to the College if the College decides to exit from such an agreement.

6.2.9 The sponsor/donor is regarded as a citizen of good repute. (In seeking strategic alliances there are some businesses that may not be appropriate as potential partners).

6.3 The College will aim to acknowledge sponsorship or extra income in a number of areas, e.g. The College Fair, College magazine. Such sponsorship will be considered and monitored by the Principal and Head of College Development.

6.4 The College retains the right to decide who is a "suitable" sponsor, donor or strategic partner. In particular, the College will not accept sponsorship from companies or organizations with a charter that is not consistent with the philosophy of the College or that promotes products or services that are not appropriate in a Christian, educational setting. As an indicative guide, the following scenarios may provide grounds for action by the College against sponsoring companies:-

- Moral turpitude;
- Insolvency;
- Sponsors actions result in bringing the College into disrepute;
- Changes in sponsoring company's ownership/structure;

- Non-payment of fee and support by sponsor;
- Repeated failure to correct inaction or identified problems;
- Incorrect application of College assets and Intellectual Property;
- Breaches of the Trade Practices Act (e.g. third-line enforcing); and
- Breaches of common law.

7. SPONSORSHIP RIGHTS

The following restrictions on Sponsorships rights, will apply:

7.1 Commercial logos, names, advertising tag lines and/or images must not appear on the College's letterhead, corporate signage, publications, on uniform (including sporting competition uniform), equipment or buildings. Sponsorship details may be included on the website or listed in group emails and may form part of the newsletter.

7.2 Logos may appear on an approved item of College sporting training uniform but not on sport uniforms used in official competitions e.g. Sponsors logos may be permitted on Rugby training shirts, kit bags, Water Polo training shirts for example.

7.3 An exception to the above rule may occur when the College enters a team in a club competition and the club association has an agreement with a sponsor that their logo will appear on the uniforms worn by all clubs e.g. Sunshine Coast Soccer Federation. However please note that the criteria contained in clause 6.2 of this policy will still apply.

7.4 Signage may appear on designated areas around the College. This would include a sponsor's board, display banners during carnivals or other areas approved by the College. The signage is at the cost of the sponsor and the sponsorship details are considered and resolved by the Principal.

7.5 No individual member of the College Council, College staff or Support Group will individually or collectively benefit from having introduced a sponsor to the College. Any financial interest of an individual (as previously detailed) in any potential sponsorship agreement must be declared to the Principal and will be considered in the evaluation of the suitability of that sponsorship arrangement.

7.6 If any sponsorship arrangement creates financial cost to the College, then any funds generated are to be utilised in the first instance to reimburse the costs incurred by the College.

8. AUTHORISATION

Organisers of formally recognised College events are authorised to accept donated items (subject to compliance with this policy). For example, College Ball, House events, Friends of Rugby, or items donated for fundraising for sporting and cultural tours. Such items may be accepted in return for limited, published recognition (e.g. within a menu, order of proceedings etc.). For items beyond this purpose, the express approval of the Principal is required.

If a proposed sponsorship arrangement involves amounts greater than \$3000 and less than \$10,000 the Principal, is authorised to give the matter his careful consideration and approval if he sees fit. Subsequently the Principal is to report the granting of such approval to the College Council.

If a sponsorship proposal is for greater than \$10,000, or if for any reason it falls outside the parameters of this policy, then the details of the proposed arrangement must be referred by the Principal to the College Council for consideration.

9. REVIEW PROCESS

The Sponsorship Policy will be reviewed annually by the College Council unless otherwise required. Regular Sponsorship Review Meetings with Sponsors must be conducted in order to track against set objectives and contract conditions.

10. APPLICATION PROCESS

Any organisations wishing to provide sponsorship to the College must complete the following process;

- Potential donor discusses sponsorship with member of staff who then forwards information to Head of College Development, Business Manager or Principal for further discussion.
- Once approved in principle, following the guidelines of this policy, a [Sponsorship Agreement Form](#) is to be completed between Sponsor and Principal to discuss. The following details are to be included:
 - Indication of the amount to be sponsored.
 - Defined parameters of how the sponsor is to be acknowledged.
 - The time frame for sponsorship.
- A signed acceptance of the Sponsorship Agreement Form is to be retained by both the College and the Sponsor.

11. RELATED DOCUMENTS

- Sponsorship Agreement Form.

DOCUMENT CONTROL	
Title	Sponsorship Policy
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Policy Owner	Sue Sagar
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