



# Guidance for Sponsorship

## Introduction

The Governing Body acknowledges the growing role of private finance in education. The Governors welcome sponsorship and donations to the School and value the additional benefits that these can bring.

Sponsorship must be for the benefit of the students at Gordano School.

The most important factor, in deciding whether or not to accept sponsorship from private sources, will be the implications for the School and our students. In every case it will be the intention of the Governing Body to ascertain, as far as they reasonably can, that it is in the best interests of the School to accept the sponsorship that is offered. Where any reasonable doubt exists about the motivation of the sponsors or the desirability of the association, the offer should be declined.

## Types of Sponsorship

The potential scope of sponsorship and advertising is very broad. Although this is not an exhaustive list, it is intended that this policy will cover situations such as:

- Use of commercially sponsored materials
- Offer to underwrite major projects
- Offer to sponsor prizes, achievements or awards
- Advertising in newsletters or programmes i.e. creative arts & sporting events
- Use of commercial logos on sports uniforms and equipment
- Signage on buildings and equipment
- Use of school name for sponsor's own promotional efforts
- Access to school community by a sponsor

## Definitions of terms

Donations are defined as the "free provision of funds, goods or services to the school without any return expected."

Sponsorship is defined as "the **negotiated** provision of funds, goods and services to the school **in exchange for** advertising, publicity or other benefits."

NOTE: donation of money, goods or services is not considered under this sponsorship policy, although many of the same principles in relation to guiding acceptance may apply, and of course, appropriate acknowledgement of donations should be made. **Generally, donations of materials or money such as for school improvements, classroom use, school trips or events would be considered as a simple donation rather than as sponsorship.**

For sponsorship, the difference is in the negotiation and the expectation of a benefit for the sponsor. The benefits for the sponsor could include increased profile within the school community, publicity, product sampling, signage rights, merchandising (eg sponsorship on uniform or pe kit), generation of awareness and goodwill.

### **Guiding principles for acceptance of proposals are**

The principles guiding acceptance of any proposal are:

The proposal must be in the best interests of the students and the school.

Consideration should be given to:

- the extent to which the sponsorship proposal enhances the school's development plan
- whether it is compatible with school priorities and principles
- the extent to which an agreement with a sponsor may unduly limit choices by students, teachers and parents
- the nature of endorsements
- the maintenance and protection of the good name and integrity of the school

### **Procedures for considering donations and principles for negotiating sponsorships on behalf of Gordano School:**

In all cases, the Headteacher will have the discretion to proceed in considering offers of sponsorship subject to the fact that, if they are in any doubt, they will refer the issue to the Governing Body.

The Headteacher must be given advanced notice of any sponsorship proposal.

Any proposal, which involves the whole school community, or is not clearly covered by this policy, must be referred to Governors Operations Committee (e.g. naming rights, long term sponsorship).

When money or goods (e.g. computer equipment or furniture) are offered to the School without condition, the Headteacher should be informed by the receiving staff member or department.

In the case of financial donation or offers to underwrite, the Headteacher should apply the principles outlined above and decline the gift if any doubt exists.

Sponsorship agreements should only be negotiated with organisations whose public image, products or services are consistent with the values of the school community. Consideration should be given to the business of the sponsors and whether that is an appropriate business to be associated with the School. This should include any adverse publicity that has surrounded the business (or businesses that are linked, directly or indirectly) of the sponsors or personalities connected to that business and the possible effects that any publicity might have upon the

School; any political issues that have surrounded the business of the sponsors including other sponsorships or fund-raising activities; whether it is felt likely that parents will agree with an acceptance of sponsorship from a particular business, and whether it is felt likely that students will agree with an acceptance of sponsorship from a particular business.

Sponsorship and promotional activities must be compatible with good educational practice. Time and resources allocated to these activities must be consistent with the schools' priorities and overall educational plans.

All sponsorship agreements need to be reached through negotiation. The negotiated outcome needs to be a written agreement (letter or contract) clearly specifying the extent and nature of the sponsorship and the roles and obligations of the school and sponsor. This agreement must be signed or approved by the Headteacher and Chair of Governors.

When goods are offered to the students without condition the matter should be referred to the Headteacher. They will be expected to ascertain the nature of the goods offered and the purpose of the gift (e.g. handouts to an assembly). The Headteacher will assess the suitability of the gift by considering the nature of the business offering the sponsorship and what is the intended gain of the action. The political, financial, religious, moral and public profile of the business should be considered. In cases where it is perceived that the proposed gift is calculated to accrue benefit to the business without a significant accrual of benefit to the students, the sponsorship should be declined. In cases where the business has been associated with any undesirable activity of a political, financial, religious, moral or public nature, the sponsorship should be declined. These same guidelines should be applied to offers of personnel time.

In cases where businesses offer to provide free publicity to the School, the Headteacher will take a broad view of the likely audience of this publicity and of other organisations or interests that might be associated with the School in a shared public forum. Any damaging associations for the School must be avoided and where there is any uncertainty, the publicity should not be accepted.

Where a sponsorship arrangement has been entered into but the public profile of the company alters to an extent that a new sponsorship deal would not be entered into under the provisions of this guidance, the Governors reserve the right to withdraw from the sponsorship agreement where association with the sponsor may be seen as detrimental to the interests of the school.

Financial donations will be paid into the Gordano School Bank Account, never to individual students, staff or governors.

Any questions regarding use should be directed to the Headteacher or Business Manager.

## **Principles for sponsoring organisations**

The Headteacher must be given advance notice of any sponsorship proposal. Any proposal that involves the whole school community, or is not clearly covered by this policy must be referred to Governors Operations Committee (e.g. naming rights, long terms sponsorship...)

Sponsorship or promotions must avoid placing undue pressure on children, parents or schools to purchase particular products or services or to adopt particular beliefs, attitudes or courses of action.

Organisations must not seek endorsement of their product or services as a condition of sponsorship.

Sponsors may not include a non-competition clause as a condition of their sponsorship.

## **Issues relating to sponsorships**

Acknowledgement of the sponsor must be as stated in the negotiated agreement.

The school publishes a disclaimer stating that *"Becoming a Gordano Community Partner in no way implies or infers that the Partner is or will become a supplier to the school of any goods or services."*

Acceptance of a sponsor's product or service must not be a condition of an individual student's participation in sponsored activities.

Any education materials provided as part of a sponsorship or promotion must be clearly identified as being those of the sponsor.

Access to school community by a sponsor would require prior approval of the Full Governing Body. It is not an automatic benefit of sponsorship.

The school will not make available any information relating to members of the school community to a sponsor or potential sponsor.

Use of school name by a sponsor is permissible, subject to approval by the school. It is reasonable to allow a sponsor to display a letter or certificated or similar from the school recognising their sponsorship.

Signage on buildings and equipment: permanent signage would need to be considered on a case-by-case basis.

## **Use of advertising on School premises, equipment or student clothing**

Consideration of any advertising proposal should have regard to

- The nature of the advertising and products or service being advertised
- The extent to which the advertising enhances the school's development plan and is compatible with school priorities
- The extent to which the advertising may unduly influence choices by students, teachers and parents
- Space and time constraints in producing the publication.

Inclusion of paid advertising within school publications (newsletters, events programmes etc) must be accompanied by a disclaimer stating the school does not endorse the product or services in question. While this policy does not set a fee for paid advertising, the minimum fee must meet all of the schools costs associated with the proposal.

In specific cases where businesses request that company names be displayed on property and clothing, the checks referred to previously apply.

Within the conditions defined above, the Governors support activity by the Headteacher to generate income for the School from advertising sources.

Where the Headteacher is satisfied about the desirability of the association and has completed all necessary checks, they should proceed with the arrangement and report the details to the next Full Governing Body Meeting.

Community Service notices may be published or displayed free of charge at the discretion of the school Headteacher.

## **Dissemination of Policy**

The following information will be published on the school website in the 'Community' section: Gordano School is pleased to consider offers of sponsorship from any organisation, commercial or charitable and has set criteria for acceptance which are publicised as a policy of the Governing Body. Full details of the policy are available on the School's website.

A list of sponsoring organisations should be maintained by the Finance Department and reported annually to the Governors Operations Committee.