SPONSORSHIP POLICY

POLICY STATEMENT

St Thomas’ School may seek support through sponsorship for activities and events, and may be approached by individuals and/or organisations wishing to engage in a relationship involving the school’s use of their products and/or services. This policy provides guidelines for sponsorship within St Thomas’ School including the P&F of St Thomas’.

RATIONALE

Sponsorship provides the opportunity for our school, families, business, individuals and other organisations to co-operate for mutual benefit. This co-operation should be undertaken in such a manner as to enhance the educational role of the school. It is essential that the guiding principles are adhered to; that any sponsorship activity, arrangement or commitment entered into by the school be consistent with these and that they align with our school’s Mission Statement, Vision for Learning Statement, Parish/School Charter, Brisbane Catholic Education’s stated goals, values and policies and strive to reflect Gospel values.

GUIDING PRINCIPLES

1. St Thomas’ school seeks to make sponsorship opportunities widely known by using transparent processes.
2. Sponsorship must be seen as an opportunity to enhance the school’s capacity to educate students. It should not be relied upon as a permanent source of funds or as a major source of funds for education programs.
3. St Thomas’ school will only deal with individuals and organisations considered to be ethical, who are offering reputable products and services. Suitable sponsors are those whose products or services can be associated with St Thomas’ without causing community concern.
4. Prospective sponsors must be given a copy of the St Thomas’ Sponsorship Policy so they are informed of the policy guidelines.
5. A written sponsorship agreement should be prepared for sponsorship arrangements and must clearly specify the roles and responsibilities of the parties concerned. It must, as a minimum, detail the form and value of sponsorship provided, the agreed acknowledgement provisions and the period of the agreement (maximum one year period recommended).
6. St Thomas’ name, official letterhead, uniforms and buildings should not incorporate the names or logos of sponsors and should not be used to advertise sponsor’s products. Sponsor acknowledgement must not
extend to the granting of naming rights for a school activity, building, etc.

7. Similarly, sponsors must not use any St Thomas’ symbol on their premises, signage, product or advertising material, without the expressed written permission of the Principal.

8. If, during the agreed life of the sponsorship, St Thomas’ finds the nature of the arrangement unsatisfactory, then it has the right to terminate the sponsorship agreement according to the initial terms of the agreement.

9. While St Thomas’ gratefully acknowledges the support of sponsors, the school will not endorse or recommend any product or service, individual or organisation. This must be noted in the agreement.

10. Sponsorship is separate and distinct from paid advertising opportunities within the school (e.g. newsletter advertising).

**POLICY RESPONSIBILITY**

The Principal has responsibility for implementation of the policy and approval of Sponsorship Agreements.

**POLICY REVIEW**

The Sponsorship Policy will be reviewed annually.

**DEFINITIONS**

Sponsorship - Is the negotiated provision of funds, goods or services to St Thomas’ School, families, staff or students in exchange for advertising, publicity or other benefits or acknowledgement.

Sponsorship Agreement - Is a written document outlining the negotiated terms for sponsorship.