

SPONSORSHIP POLICY



St Thomas'
CATHOLIC PRIMARY SCHOOL
A HEART FOR MIND AND SPIRIT

POLICY STATEMENT

St Thomas' Catholic Primary 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' Catholic Primary School including the P&F of St Thomas'.

RATIONALE

Sponsorship provides the opportunity for our school, families, businesses, individuals and other organisations to co-operate for mutual benefit. This co-operation is aimed at enhancing our 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 and Vision Statement.

GUIDING PRINCIPLES

1. St Thomas' Catholic Primary 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 will not be relied upon as a permanent source of funds or as a major source of funds for education programs.
3. St Thomas' Catholic Primary School will only accept sponsorship from individuals and organisations who share the school's values and ethics. The decision to accept sponsorship is solely at the discretion of the school.
4. Prospective sponsors will be given a copy of the St Thomas' Catholic Primary School Sponsorship Policy so they are informed of the policy guidelines.
5. A written Sponsorship Agreement is to 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' Catholic Primary School name, official letterhead, uniforms and buildings will not incorporate the names or logos of sponsors and will 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' Catholic Primary School 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' Catholic Primary School 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' Catholic Primary School gratefully acknowledges the support of sponsors, the school will not endorse or recommend any product or service, individual or organisation. This is noted in the Sponsorship 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.

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.

LAST REVIEWED

August 2019

NEXT REVIEW DATE

The Sponsorship Policy will be reviewed annually.

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