



West Leederville Primary School

Sponsorship Policy

Developed in collaboration with the WLPS P&C and endorsed by WLPS School Board (July 2014).

This document outlines West Leederville Primary School (WLPS) and the WLPS P&C sponsorship policy as it relates to income received by sponsorship, rebates and commissions.

A. Intent of the policy

- To provide guidelines as to how sponsorship can be sought and acknowledged within the school community.
- Outline how sponsorship might be sought by the P&C to benefit the broader school community.

B. Policy background and rationale

Sponsorship is an important source of income, particularly to the P&C who are primarily responsible for the fundraising activities at WLPS.

Sponsorship is sought to:

- Subsidise and enhance the fundraising outcomes of P&C projects
- Provide opportunities for our school community

Organisations seek to sponsor WLPS to:

- Benefit from our credibility and our ability to deliver messages to our school community.

Our school values sponsorship partnerships with organisations that:

- value education
- operate in or service our local area

Policy Guidelines

- Under the act and regulations WLPS must complete a '[incoming sponsorship to a public school](#)' agreement if undertaking sponsorship or advertising.
- In general, school (education / curriculum) activities and events should remain unencumbered by sponsorship, but this is at the discretion of the Principal.
- The school has a commercial (income generating) aspect which is most often fulfilled by the P&C in the form of fundraising projects.
- Fundraising projects can attract and recognise sponsors. The sponsorship structure (list of contributions and benefits) should be in place at the time the fundraising project is ratified as a P&C activity.
- The school cannot 'endorse, recommend or promote any goods or services' without completing a sponsorship or advertising agreement (see document: [incoming sponsorship to a public school](#))

Privacy and school databases

- The database of school families, whether through school's database OR the P&C class representative network, should only be contacted for school (educational) and P&C purposes.
- The school and P&C cannot provide sponsors with a database of school families or staff as this contravenes privacy legislation.
- When the school is approached for use of its database the school may facilitate access (eg including information in a community newsletter) where the event relates to the school curriculum.

C. The Policy

1. Definitions

- Sponsorship – is a two-way partnership where the school provides contributions (benefits) to the sponsor and the sponsor provides contributions (benefits) to the school. The benefits may be in financial (cash) or non-financial (in-kind or contra). A sponsorship agreement must be entered into for all sponsorships.
- Rebates and commissions - is also a two –way partnership where the school promotes an organisation and the organisation pays the school an agreed benefit based on sales from the school community. The benefits may be in financial (cash) or non-financial (equipment). An agreement must be entered into for rebate and commission partnerships.
- Donation – is where one party gives something to another party with no expectations, eg. A local business donates a student prize and does not expect the school to acknowledge the donation.

2. Mediums for promoting sponsors

In general, school (education/ curriculum) activities and events should remain unencumbered by sponsorship, but this is at the discretion of the Principal. It is recommended that the following activities as components of the regular school program should not recognise sponsors:

- assemblies
- concerts, such as edu-dance
- sporting events – athletics and swimming carnivals
- school newsletter
- school website

The school has a commercial (income generating) aspect which is most often fulfilled by the P&C in the form of fundraising projects. The following activities have a fundraising outcome and should be able to attract sponsorship

- Quiz night
- Fete
- Parent parties
- Recipe book
- Uniform Shop
- Canteen
- P&C website

The following activities have a fundraising outcome through providing a rebate or commission through the activity. WLPS / P&C promotes the organisation or activity in order to receive the income.

- School Banking
- IGA
- Entertainment Books
- CHALK magazine (toys for sale, where the school/P&C gets a rebate)
- Scholastic Books

3. Acknowledging sponsors

In general sponsor acknowledgements will be limited to:

- Logos on project promotional material, signage, verbal acknowledgement, opportunity to distribute promotional material and giveaways, provision of promotional opportunities.
- Where it relates to an event the exposure is limited to the event day and any direct lead up promotional material.

4. Exclusions

Sponsorship should be consistent with the ethos of a public school:

- WLPS reserves the right to exclude any sponsorship deemed 'offensive'.
- WLPS reserves the right to exclude any sponsorship that is in conflict with existing sponsor's contract
- WLPS will not form a sponsorship relationship or promote the following products or services in the following categories:
- Products such as unhealthy (fast) food, cigarettes, or drugs. Liquor may only be sponsored where the event has had a liquor license approved.

5. Delegations and Accountabilities

Where sponsorship is aligned to a P&C project the sponsorship structure should be outlined at the meeting where the project is ratified.

Sponsorship may be sought by:

Seeking, selling and negotiating sponsorship	<ul style="list-style-type: none">• For the school - Principal in consultation with the school board.• For P&C fundraising projects - Members of the P&C executive or the sub-committee responsible for the project.
Approve sponsorship	<ul style="list-style-type: none">• For the school - Principal• For P&C fundraising projects – a member of the P&C executive.
Prepare agreements	<ul style="list-style-type: none">• For the school - Principal• For the P&C – over \$1000 – treasurer Under \$1000 – sub committee chair
Invoice, distribute and account for funds	<ul style="list-style-type: none">• For the school - Principal• For the P&C – Treasurer and sub committee
Service sponsors	<ul style="list-style-type: none">• For the school - Principal• For the P&C – sub committee
Report to sponsors	<ul style="list-style-type: none">• For the school - Principal• For the P&C – sub committee

6. Sponsorship Procedures

Each sponsorship should be documented with standard sponsorship arrangements to include:

- Agreement or Letter outlining sponsorship
- Invoice with covering letter
- Report
- Copies of the above documents to be provided to P&C secretary.