



## SPONSORSHIP and CHARITABLE DONATIONS

### **Rationale:**

The Board of Trustees recognises that sponsorship can provide funds and resources additional to the operational grant, to help the school achieve its goals and objectives, and obligations to its students.

Sponsorship can also strengthen relationships with the local and business community, bringing a range of intangible benefits to all stakeholders.

### **Purpose:**

To ensure sponsorship brings strategic benefits to the school, and the integrity of the school's brand is maintained.

### **Definitions:**

*Brand* means a name, term, design, symbol, logo, image or a combination of them that identifies an organisation or its product, and differentiates it from other organisations and their products.

*Sponsorship* means the supply of cash, goods, or services to the school, in return for a specific opportunity for promotion and positioning of the sponsor's brand within the school community or beyond. A charitable donation that is specified for a purpose, is also deemed to be *Sponsorship*.

*Exclusive Sponsorship* means the sponsor having sole rights to a sponsorship opportunity.

*Promotion and Positioning of a sponsor's brand* could include, but is not limited to:

- Permanent branding on apparel such as sports uniforms
- Permanent branding on signs or buildings
- Regular branding in school publications.
- Temporary branding such as media advertisements for specific events
- Distribution of material to the school's student database, or access to students.

*Charitable donation* means a gift in cash or kind made by an individual or an organisation to the school. It may be specified for a purpose, or an unconditional gift.

*Unconditional gift* means a charitable donation in cash or kind made to the school, where the donor does not receive any goods or services in return for the donation. This carries with it no obligations to account for tax.

*In kind* means goods and services themselves, rather than cash for the purchase of.



## **SPONSORSHIP and CHARITABLE DONATIONS**

### **Scope:**

This policy applies to the board and all personnel involved in obtaining and managing sponsorship and charitable donations for the school.

### **Guidelines:**

1. In soliciting or accepting sponsorship or charitable donations, the school must first and foremost aim to achieve or fulfil its obligations to students, and its strategic goals and objectives as defined in its charter,
2. The school should recognise, value and acknowledge its sponsors as partners in the success of the school. By providing resources, sponsors are being good corporate citizens and are investing in the rising generation of society.
3. The use of a sponsor's brand must not compromise the aesthetics of the school and the school identity must be maintained. For example, a sponsor's brand may be associated with the group or team being sponsored; however, it must not replace or dominate the brand of the school or group.
4. Conflicts of interest between a sponsor's commercial activities, and the school's values strategic goals and objectives must be avoided.
5. Conflict between sponsors who derive their income from similar or competing goods and services should be avoided, unless the affected parties agree.
6. Best practice procurement must always apply regardless of sponsorship agreements. Sponsorship and charitable donations must not pre-empt a proper and transparent procurement process in accordance with Board Policy, Sponsorship and charitable donations must not be linked to a compulsion to purchase or provide preferred supplier status.
7. Sponsorship arrangements are entered in good faith; that neither party will bring the other into disrepute.
8. All sponsorship arrangements and agreements must be recorded in writing, and confirmed by all parties.
9. The Board retains for itself and does not delegate to any executive management or staff the responsibility for approving any one of the following:
  - a. Exclusive Sponsorship,
  - b. Sponsorship exceeding \$20,000 in total value,
  - c. Sponsorship exceeding 1 year duration,
  - d. Applications to donors for Charitable Donations.
10. With the exception of 9 above, the Board delegates responsibilities to the Principal for the approval of sponsorships, for recognising commercial sensitivity when doing so, and for reporting on them to the Board.
11. The Principal will publish and maintain management procedures to support and enact this policy, and other policies relevant to sponsorship and charitable donations.



## SPONSORSHIP and CHARITABLE DONATIONS

### Related Policies:

12. Finance – Internal Controls

### References or Sources:

1. NAG 4
2. WBHS Strategic Plan

### Review Details:

Review Date	Reviewed by
FEB 2021	SMK/NEE
<b>Review cycle:</b> 2 years	<b>Due date for Review:</b> FEB 2023

### Management Contact:

- Sponsorship Coordinator