SPONSORSHIP
Revised January 2016

Introduction

Schools wanting to enter into a partnership must all have the single purpose of improving the educational outcomes for children. All sponsorship alliances must be in writing and must comply with DEECD policy as follows:

The Department deems some relationships and partnerships with specific businesses or organisations as inappropriate and arrangements should not be entered into. These include specifically:

- advertising from gambling venues
- advertising of tobacco or alcohol products, or
- other offensive materials or themes so deemed by the Department. See Executive Memorandum No. 98/048.

Aims

- All sponsorship arrangements must be sympathetic to the School’s direction and ethos.
- There must be a tangible benefit for Somers Primary School in any sponsorship arrangement.
- The benefits might not be financial, but can be in-kind or of mutual benefit.

Implementation

Prior to entering into a partnership, schools and partner organisations need to make sure they are clear that there is:

- An agreed vision and shared goals.
- Strong leadership support.
- Understanding of and mutual respect for each stakeholder’s expertise and role.
- A representative and equitable management of partnership activities.
- An understanding of the outcomes that will benefit all partners.
- A plan to build capacity.
- Agreement about how resources will be sustained to maintain the partnership activity.
- An evaluation process.
- School Council must pass each arrangement on a case-by-case basis with a clearly defined motion of Council.

Evaluation

All sponsorship relationships will be reviewed annually and renegotiated or rescinded as deemed by the terms of the agreement and the motion of School Council.