



**ACT**  
Government  
Education

# Corporate Sponsorship Procedure

ACT Education Directorate

## Document Information

**Procedure Identifier:** 00069/1

**Published:** December 2025

**Review date:** August 2030

It is the responsibility of the user to verify that this is the current and complete version of the document, available on the Directorate's website at [http://www.education.act.gov.au/publications\\_and\\_policies/policy\\_a-z](http://www.education.act.gov.au/publications_and_policies/policy_a-z).

## Contents

Document Information.....	2
1. Overview .....	3
2. Rationale .....	3
3. Procedures .....	3
4. Process Overview .....	9
5. Contact .....	12
6. Procedure Feedback .....	12
7. References.....	12
Attachment A: Incoming Sponsorship Decision Flowchart .....	15

© Australian Capital Territory 2025



This work, Corporate Sponsorship Procedure, is licensed under a Creative Commons Attribution 4.0 licence. You are free to re-use the work under that licence, on the condition that you credit the Australian Capital Territory Government as author, indicate if changes were made and comply with the other licence terms.

The licence does not apply to the ACT Government logo.

This procedure must be read in conjunction with the [Corporate Sponsorship Policy](#).

## 1. Overview

- 1.1. These procedures describe the requirements for entering into a sponsorship arrangement.

## 2. Rationale

- 2.1. The procedures aim to ensure sponsorship arrangements are consistent with the values, corporate purpose and goals of individual schools, the Directorate and ACT Government.

## 3. Procedures

### 3.1. Forms of sponsorship

- 3.1.1. **Incoming sponsorship** to a school refers to financial or in-kind support provided by external individuals, organisations, businesses, or government entities to a school. This support is typically intended to enhance educational programs, facilities, student experiences, or community engagement.

Incoming Sponsorships may include:

- financial contributions
- direct funding for school programs, events, goods or services
- in-kind support
  - goods such as computers, books, furniture, non-essential uniforms, food, or sports equipment
  - services such as professional expertise (e.g., design, photography marketing, IT), printing, transportation, or event management
  - facilities, such as use of venues, meeting rooms, or equipment at no cost
- support for school events like fairs, performances, or school-initiated competitions
  - branding opportunities for sponsors at school events
- program sponsorship
  - funding or resources for specific initiatives (e.g., STEM programs, arts education, sustainability projects)

- 3.1.2. **Outgoing sponsorship** from a school or the Directorate refers to an arrangement of financial or in-kind support provided to external individuals, organisations, events, or initiatives. This type of sponsorship can be a valuable way for schools to engage with their communities and support causes aligned with their educational values.

Outgoing sponsorships may include:

- community events
  - funding or resources provided to local festivals, sports events, or cultural programs.
  - school branding or student participation in sponsored events.
- student or staff-led initiatives
- partnership programs
  - Collaborative projects with other schools or educational institutions.
  - Support for outreach programs or educational equity initiatives.

### **3.2. Suitable sponsorship benefits and acknowledgement**

3.2.1. The extent of acknowledgement should reflect the level of sponsorship and be consistent with the standards and values of schools, the Directorate and the ACT Government.

3.2.2. Benefits offered within a sponsorship agreement may include:

- temporary placement of a plaque, signs or banners at events or in an associated public school's foyer or notice in the school acknowledging the support
- joint media or promotional opportunities
- temporary inclusion of the sponsor's name and/or logo in presentation slides or other information in leaflets, brochures, web pages, advertisements, the Directorate's bulletin or school newsletters
- use of facilities, which may include hospitality, preferential seats, opportunity to speak or otherwise participate at a program, event or activity
- verbal acknowledgement by the master of ceremonies or other speakers at events
- temporary reciprocal website links between sponsor and the Directorate or public school web pages
- inclusion of the sponsor's logo or name on the associated public school's sporting outfits or sporting equipment for the lifespan of the products
- defined limited use of the ACT Government's, Directorate's or public school's names or logo by the sponsor

3.2.3. All sponsorship materials using the schools badge or the ACT Government logo must be designed in accordance with the [ACT Government design and brand guidelines](#).

3.2.4. The school's badge or the ACT Government logo must be prominently displayed in conjunction with any sponsor's name, logo, trademark or symbol used at an

activity on any printed matter or on clothing. The school's badge or ACT Government's logo shall be at least the same size as the sponsor's logo.

### **3.3. Unsuitable sponsorship benefits:**

3.3.1. Benefits that must not be offered within a sponsorship agreement include:

- endorsement
  - staff and students must not promote or endorse any sponsor's products or services
  - sponsor advertising must not suggest endorsement or recommendation by the Directorate
  - staff and students cannot participate in marketing sponsor products
  
- promotional activities, including:
  - direct marketing, sales promotion and public relations by external organisations (including on school property)
  - promotional activities to underage participants
  
- naming and logo rights
  - the Directorate's name, school's name, official letterhead, general uniform, buildings or school programs should not incorporate the names or logos of sponsors and should not be used to advertise sponsor's products
  
- conditional participation
  - acceptance of a sponsor's product or service must not be made a condition for student or staff participation in the sponsored activity or program
  
- schools will not insist on students wearing clothing carrying the sponsor's name or symbol or constrain those students from participating in the sponsored activity where students or their parents conscientiously object
  
- allocation as designated school sponsor
  - Sponsorship must be directed toward specific programs or initiatives. General sponsorship arrangements are not permitted
  
- staff must not individually benefit as a result of sponsorship

### **3.4. Value for money**

3.4.1. The overall value of a sponsorship proposal should be considered, including long-term costs and benefits. To demonstrate value for money, the expected benefits of the arrangement must substantively outweigh the financial, administrative, and operational resources required to establish and maintain it.

3.4.2. Staff managing sponsorships should consider:

- all costs involved, both direct and indirect
- alignment with Directorate priorities, strategic goals, and policy objectives
- opportunities for engagement
- effort-to-value ratio, comparing the resources invested in securing and managing the arrangement against the benefits it delivers
- whether goods/products meet the type and quality standards required before sponsorship is accepted. Schools should exercise caution and avoid accepting a sponsor's products solely because they are offered free of charge, as this may imply endorsement of a product that does not meet acceptable standards

### 3.5. Contracts and written agreements

3.5.1. Sponsorship agreements must:

- clearly outline how the activity supports educational outcomes
- align with the values, corporate purpose and strategic goals of individual schools and the Directorate
- offer suitable sponsorship benefits
- include a defined termination date

3.5.2. When entering into a sponsorship agreement, schools and the Directorate must:

- conduct open and transparent processes when seeking or receiving sponsorship, including assessing whether an EOI process is required
- evaluate all unsolicited proposals to ensure they meet the Directorate's objectives and comply with relevant policies and probity requirements
- ensure probity and maintain integrity
- declare and manage perceived, potential or actual conflicts of interest
- apply sound financial and risk management practices

3.5.3. Sponsorship agreements and documentation must be retained in accordance with the [Territory Records Act 2002](#).

3.5.4. Sponsorship agreements shall be for a specific period and purpose and may be re-negotiated by either party. This ensures neither the school nor Directorate will be financially disadvantaged in the event a sponsor withdraws.

3.5.5. Sponsorship agreements must contain a clause that allows for the cancellation of an agreement without penalty where information questioning the appropriateness of an organisation as a sponsor comes to light after the agreement has been signed.

- 3.5.6. The agreement must include the acknowledgement arrangements to avoid any future dispute over the nature of the obligations.
- 3.5.7. Although sponsorship agreements may provide exposure of the sponsor's corporate logo or name, the written agreement must not endorse or recommend any product or service.
- 3.5.8. Strategic Procurement can provide advice and assistance with developing sponsorship agreements.

### 3.6. Risk Management

- 3.6.1. It is good practice for schools and ESO staff to assess and manage risks associated with sponsorship. This process supports the identification and rating of potential risks and the development of appropriate treatment strategies.
- 3.6.2. The Corporate Sponsorship Assessment Form should be used to evaluate potential sponsors and sponsorship proposals, as well as to identify any associated risks within the process. Staff should refer to the [ACT Government Risk Matrix](#) and [Directorate advice and guidance](#) when undertaking a risk assessment.
- 3.6.3. In line with section 2.5 of the Corporate Sponsorship Policy, organisations that conduct business under a prohibited sponsor category but not as their primary business, will be considered on a case-by-case basis.
- 3.6.4. Types of sponsors/sponsorships that may increase risk could include:

Risk	Description	Consequence
Controversial business activities	Companies with poor reputations or links to unethical or prohibited industries (e.g. local clubs participating in gambling and alcohol sales; supermarkets selling alcohol; age-inappropriate social media companies)	<ul style="list-style-type: none"> <li>• Reputational damage</li> <li>• Misalignment with values</li> </ul>
Low-quality or unsafe products	Products or services that don't meet safety or educational standards	<ul style="list-style-type: none"> <li>• Implicit endorsement of substandard goods</li> <li>• Potential harm to students</li> </ul>
Excessive branding or marketing influence	Sponsors seeking prominent advertising or direct access to students	<ul style="list-style-type: none"> <li>• Commercialisation of the school environment</li> <li>• Ethical concerns</li> </ul>

Unclear or informal agreements	Sponsorships without clear terms, deliverables, or exit clauses	<ul style="list-style-type: none"> <li>• Legal and financial exposure</li> <li>• Difficulty managing expectations</li> </ul>
Dependency on sponsor	Long-term reliance on a single sponsor for essential resources or programs	<ul style="list-style-type: none"> <li>• Reduced autonomy</li> <li>• Vulnerability if sponsorship ends</li> </ul>

### 3.7. Conflict of Interest

3.7.1. Territory employees are subject to existing confidentiality obligations and an ongoing requirement to disclose and take steps to avoid any conflicts of interest related to their employment in the ACT Public Service. Employees should refer to conflict of interest obligations outlined in:

- [Public Sector Management Act 1994](#)
- [Crimes Act 1900 \(Cth\)](#)
- [Conflict of Interest Policy](#)
- [Conflict of Interest – Procurement Better Practice Guide](#)

3.7.2. If a perceived, potential or actual conflict of interest is identified, employees are required to make a [conflict of interest declaration](#).

### 3.8. Financial accountability

3.8.1. In the case of schools, sponsorship monies are to be placed in the school’s management account in accordance with the [School Management Manual](#).

3.8.2. For sponsorship agreements involving goods, services, or in-kind contributions, schools must record the estimated cash value as stated in the Application for Sponsorship Application Form. This value should be used to determine applicable approval thresholds.

3.8.3. All sponsorship monies become monies of the Directorate and will be treated in accordance with the [Government Procurement Act 2001](#) and [Director-General’s Instructions](#). Funds must be managed within the available, approved budget.

### 3.9. Approvals

3.9.1. Approval of a sponsorship arrangement must be sought in line with the thresholds outlined in the table below.

Value	Approval for Schools	Approval for Education Support Office
\$0 - \$25,000	Principal	Executive Branch Manager

\$25,000 - \$50,000	Executive Group Manager School Improvement	Executive Group Manager / Deputy Director-General
> \$50,000	Deputy Director-General	Director-General

## 4. Process Overview

To support informed and compliant decision-making, staff are encouraged to review [Attachment A: Incoming Sponsorship Decision Flowchart](#) before beginning any sponsorship activity. The flowchart provides a helpful overview of the process and assists in identifying the relevant approval requirements.

### 4.1. Step 1 - Planning

#### 4.1.1. Identify sponsorship parameters:

- 1) Identify the type of activity, event or product to be sponsored, including the value and sponsor benefits to be offered.
  - For unsolicited proposals, consider whether to publicly advertise via an Expression of Interest (EOI) to ensure fairness.
  - Establish clear criteria to evaluate proposals, such as:
    - Alignment with organisational values and objectives
    - Type and value of contribution (financial or in-kind)
    - Reputation and background of the sponsor
    - Risks
    - Logistical feasibility and timing
- 2) Prepare a letter seeking an EOI, including details of selection criteria, sponsorship benefits, and the evaluation process.
- 3) Businesses must submit a completed Application for Sponsorship Form with their EOI.
- 4) In circumstances where an open EOI process may not be required or appropriate, a direct approach may be used, such as when:
  - the selection criteria clearly identify only one suitable sponsor
  - the activity is relevant to only one potential sponsor
  - time constraints prevent a broader process
  - an open EOI process has been attempted with no suitable outcome

## 4.2. Step 2 – Assessment and negotiation

4.2.1. On receipt of an EOI or sponsorship proposal staff should complete the Corporate Sponsorship Assessment Form to:

- assess risk
- evaluate proposal
- document the rationale for selecting a particular sponsor
- document where a decision is made not to proceed with public advertisement

4.2.2. The terms of a sponsorship agreement may be negotiated with the potential sponsor, including scope, deliverables, warranties for goods and services, financial terms and payment schedules.

## 4.3. Step 3 - Agreement

4.3.1. Staff managing sponsorship proposals must complete the Corporate Sponsorship Policy Agreement Template, ensuring compliance with the requirements in [Section 3.6 Contracts and written agreements.](#)

4.3.2. The agreement should be sent to the sponsor for signature prior to signature by the appropriate Territory delegate.

## 4.4. Step 4 - Monitoring and reporting

4.4.1. **Schools** are required to:

- seek principal approval for sponsorship agreements of less than \$25,000
- seek Executive Group Manager, School Improvement approval for sponsorship agreements between \$25,000 - \$50,000, as outlined in [section 3.10.1](#)
- provide details of all sponsorships in their school to Strategic Finance and Procurement for inclusion on a central register
- provide updates on all sponsorship agreements to Strategic Finance and Procurement as part of six-monthly financial reporting
- monitor the sponsorship to ensure all agreed components are implemented as planned

4.4.2. **School Boards** are required to:

- include details of all current sponsorship agreements entered into during that year for amounts of \$5,000 and over in the school's annual report, including details of how each sponsorship benefited students.

4.4.3. The **Education Support Office (ESO)** is required to:

For system wide or ESO managed sponsorships:

- seek approval for sponsorship agreements, depending on the level of sponsorship as outlined in [section 3.10.1](#)
- provide details of all sponsorships to Strategic Finance and Procurement for inclusion on a central register
- provide updates on all sponsorship agreements to Strategic Finance and Procurement as part of six-monthly financial reporting
- monitor the sponsorship to ensure all agreed components are implemented as planned

4.4.4. **Executive Branch Managers** are required to:

- approve ESO initiated sponsorship agreements less than \$25,000 as outlined in [section 3.10.1](#)
- provide advice on and, at times, assist with negotiation for sponsorship of system-wide activities
- monitor adherence to the principles and mandatory procedures of this policy

4.4.5. **Executive Group Managers** are required to:

- approve ESO initiated sponsorship agreements between \$25,000 to \$50,000 as outlined in [section 3.10.1](#)
- provide advice on and, at times, assist with negotiation for sponsorship of system-wide activities

4.4.6. The **Executive Group Manager School Improvement** is required to:

- approve school-initiated sponsorship agreements between \$25,000 to \$50,000 as outlined in [section 3.10.1](#)
- provide advice on and, at times, assist with negotiation for school sponsorship activities

4.4.7. The **Deputy Director-General** is required to:

- approve school-initiated sponsorship agreements greater than \$50,000 as outlined in [section 3.10.1](#)
- provide advice on and, at times, assist with negotiation for sponsorship of system-wide activities

4.4.8. The **Director-General** is required to:

- approve ESO initiated sponsorship agreements greater than \$50,000 as outlined in [section 3.10.1](#)
- Provide advice on and, at times, assist with negotiation for sponsorship of system-wide activities

4.4.9. **Strategic Finance and Procurement** is required to:

- provide advice and support to schools and the ESO on the policy and procedures
- maintain a central register of all sponsorship agreements within the Directorate
- record updates on all sponsorship agreements as part of school's six-monthly financial reporting

#### 4.5. **Step 5 – Sponsor Feedback**

4.5.1. On conclusion of the agreement, it is good practice to seek feedback from the sponsor on their experience of participating in the sponsorship for future sponsorship arrangements.

### 5. **Contact**

5.1. For support contact the Strategic Finance and Procurement Branch on **(02) 6205 5429** or email **CFOEDUOffice@act.gov.au**.

### 6. **Procedure Feedback**

6.1. Any feedback about this procedure should be raised with the policy owner. Refer to Contact information above.

### 7. **References**

#### 7.1. **Definitions**

<b>Term</b>	<b>Definition</b>
<b>Benefit</b>	Sponsorship benefits refer to what a school receives or provides for its sponsorship investment and any additional or potential value. This will normally be a list of benefits the school or Directorate receives or provides for a sponsorship investment during the term of the agreement.
<b>Donation</b>	A donation is a one-off, unconditional gift that has no requirement for benefits in return.
<b>Education Support Office</b>	Includes all central office areas within the Education Directorate.

Term	Definition
<b>Incoming Sponsorship</b>	An arrangement in which the Education Directorate or an ACT Public School seeks and receives a financial or in-kind support provided by external individuals, organisations, businesses, or government entities. This support is typically intended to enhance educational programs, facilities, student experiences, or community engagement.
<b>In-kind support (also bartering)</b>	A sponsor provides services or goods instead of cash. Sometimes this is called 'value in kind' or 'contra' sponsorship. In-kind sponsorship may be a <a href="#">procurement</a> and require management in accordance with the ACT procurement framework.
<b>Outgoing Sponsorship</b>	An arrangement in which the Education Directorate or an ACT Public School provides a contribution to a Sponsorship Recipient.
<b>Prohibited Sponsors</b>	Religious groups or organisations with a primary business that is deemed harmful or potentially harmful to children and young people. This includes businesses that provide products or services that are harmful, illegal or not age appropriate for students.
<b>School Boards</b>	Established under the <i>Education Act 2004</i> and are responsible for setting and monitoring the school's strategic direction and reporting on the achievements of the school to the school and wider community as well as to the Directorate.
<b>Schools</b>	Include all ACT public preschools, primary schools, high schools and colleges.
<b>Sponsorship</b>	The negotiated provision of funds, in kind support through the provision of goods or services to ACT public schools and the Education Support Office in exchange for advertising, publicity or other benefits. Sponsorship: <ul style="list-style-type: none"> <li>• may take the form of cash support and/or provision of material goods or other resources, such as labour or facilities, in exchange for agreed acknowledgment;</li> <li>• may be between one or more schools and/or ESO units and one or more organisations; and</li> <li>• does not include direct commercial dealings between organisations and schools/ESO units, simple donations of goods and services, or materials developed independently by organisations for use in schools/central office units.</li> </ul>
<b>Sponsorship Agreement</b>	A full Legal Agreement outlining the negotiated terms for a sponsorship.

## 7.2. Related Legislation

- [Children and Young People Act 2008](#)
- [Crimes Act 1900 \(Cth\)](#)

- [Education Act 2004](#)
- [Financial Management Act 1996](#)
- [Government Procurement Act 2001](#)
- [Public Sector Management Act 1994](#)
- [Public Sector Management \(ACT Public Sector\) Code of Conduct 2022](#)
- [Territory Records Act 2002](#)

### 7.3. Related Policies and Information

- ACT Government Brand Guardian
- [Conflict of Interest Policy](#)
- [Conflict of Interest – Procurement Better Practice Guide](#)
- [Director-General’s Financial Instructions.](#)
- [School Management Manual](#)
- School Management Manual [Module 6: Financial Management](#)
- **Attachment A** – Sponsorship Decision Flowchart
- **Attachment B** – Corporate Sponsorship Application for Sponsorship Form
- **Attachment C** – Corporate Sponsorship Assessment Form
- **Attachment D** – Sponsorships Agreement Template

# Attachment A: Incoming Sponsorship Decision Flowchart

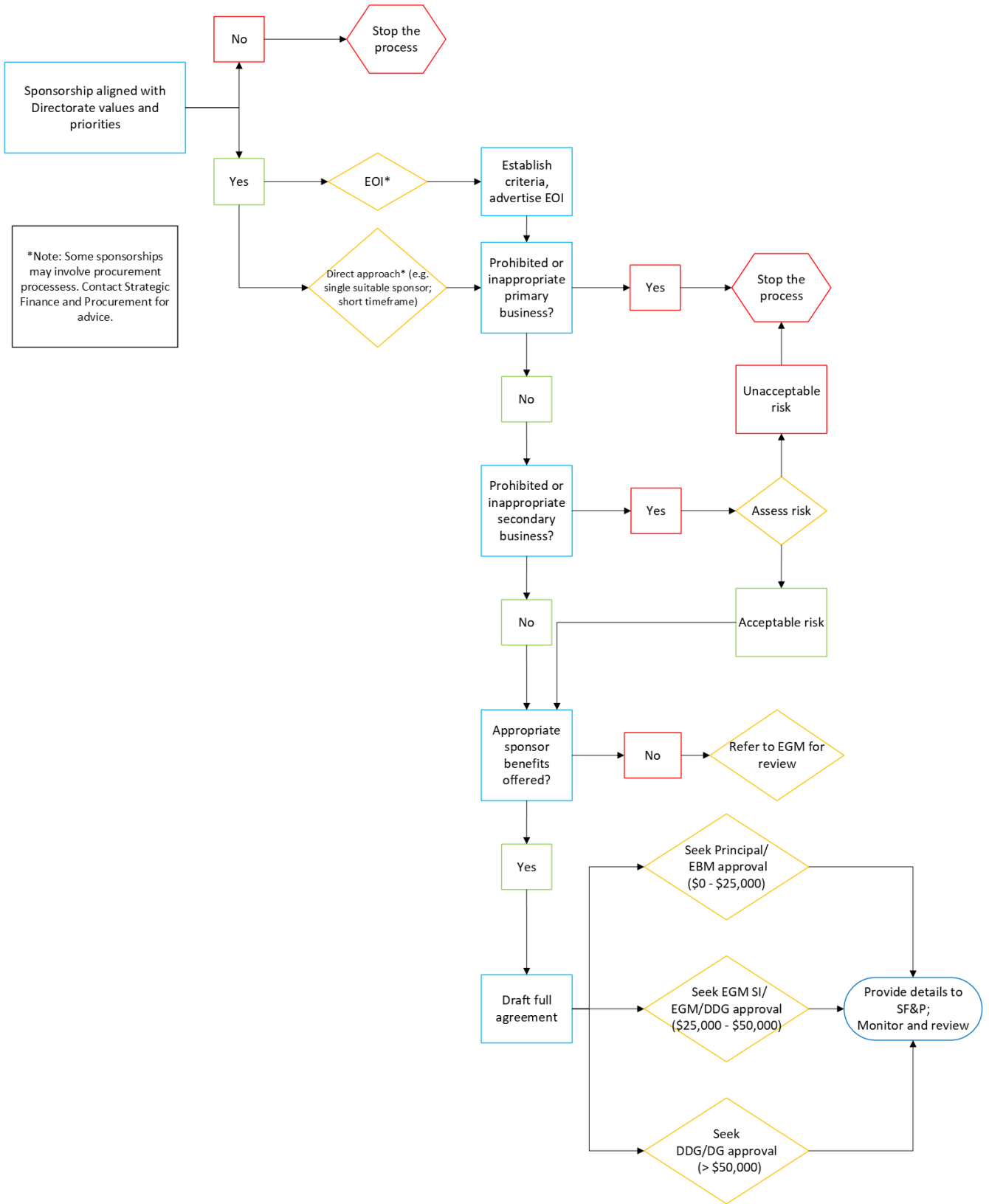


Figure 1: Sponsorship Flowchart