ACT Government Logo - Education and Training Directorate Version

CORPORATE SPONSORSHIP PROCEDURE

These procedures must be read in conjunction with the *Corporate Sponsorship Policy*.

1. Overview
   1. These procedures describe the requirements for entering into a sponsorship arrangement.
2. Rationale
   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
   1. The educational rationale for the activity to be sponsored must be established and specified in the sponsorship agreement.
   2. Direct sponsorship agreements will only be negotiated with organisations whose public image, products and services are consistent with the values, corporate purpose and specific policies of schools, the Directorate and the ACT Government. Any company or organisation whose name is associated with the manufacture, distribution or sale of tobacco products, alcoholic beverages, pornography or armaments is not regarded as an appropriate sponsor.
   3. The provisions of 3.2 would not necessarily preclude involvement with local clubs, supermarkets and other businesses, provided their name is not linked to inappropriate products.
   4. When considering an organisation as a potential sponsor, schools or central office units should evaluate the appropriateness of the type of products or services the organisation markets, the marketing methods used, its public image as an employer and the impact its products and processing have on the environment.
   5. Where there is doubt as to the suitability of an organisation, the sponsorship negotiations should not proceed until advice has been sought from the relevant School Network Leader or Director.

Legal advice, contracts and written agreements

* 1. Sponsorship documents must be retained for at least seven years after expiration of the sponsorship.
  2. Sponsorship agreements shall be for a specific period and purpose and may be re-negotiated by either party. This ensures neither the school nor central office unit will be financially disadvantaged in the event a sponsor withdraws.
  3. Every sponsorship agreement will 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.
  4. The agreement must include the acknowledgement arrangements to avoid any future dispute over the nature of the obligations.
  5. 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.
  6. The Governance and Legal Liaison Section will provide advice and assistance with sample letters or formal agreements.

Acknowledgement

* 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.
  2. The Directorate’s name, school’s name, official letterhead, general uniform and buildings should not incorporate the names or logos of sponsors and should not be used to advertise sponsor’s products.
  3. Suggested forms of acknowledgement are:
* 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
* inclusion of the sponsor’s name, logo in presentation slides or other information in leaflets, brochures, web pages, advertisements, 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 Directorate or public school web pages
* sponsor’s logo or name on the associated public school’s sporting outfits
* defined limited use of the Directorate’s or public schools names or logo by the sponsor.
  1. The school’s badge or the Directorate’s 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 Directorate’s logo shall be at least the same size as the sponsor’s logo.

Financial accountability

* 1. In the case of schools, sponsorship monies are to be placed in the school’s management account and are to be identified in ledger code 7001-000-00 and 7299-000-00 in accordance with the School Management Manual.
  2. Where a commercial agent is involved in arranging sponsorship, the principal or manager must ensure:
* any commission arrangements are between the agent and prospective sponsor
* ensure the Directorate, including schools, incurs no liability from any commission arrangements.

Monitoring and reporting

* 1. **Schools** are required to:
* maintain copies of all sponsorship agreements
* advise the School Network Leader of all sponsorships at the outset of formal negotiations
* provide the School Network Leader with details of sponsorship income and expenditure and how the sponsorship benefited students.
* include details of all current sponsorship agreements entered into during that year for amounts of $5000 and over in the school’s annual report, including details of how each sponsorship benefited students.
  1. **School Boards** are required to include details of all current sponsorship income and expenditure in the school’s annual report including details of how each sponsorship benefited students.
  2. **School Network Leaders** are required to:
* keep a record of sponsorship agreements in their networks
* provide advice to schools on the implementation of this policy and monitor adherence to the principles and procedures
* ensure details of sponsorship income and expenditure are provided to the Deputy Director-General, Education and Training
  1. **Central office** units are required to:
* advise and seek Director’s approval for sponsorship negotiation and agreement
* provide details to the relevant Deputy Director-General of income and expenditure for each sponsorship agreement and indicate how each sponsorship benefited students
  1. **Directors** are required to:
* provide advice on and, at times, assist with negotiation for sponsorship of system-wide activities
* maintain a record of all sponsorships in their branch
* monitor adherence to the principles and mandatory procedures of this policy

1. Contact
   1. The Director, Governance and Assurance is responsible for this procedure.
   2. For support contact Media and Communications unit on (02) 6205 9423.
2. Complaints
   1. Any concerns about the application of this procedure or the procedure itself, should be raised with:

* the school principal or Director in the first instance;
* contact the Directorate’s Liaison Unit on (02) 6205 5429;
* online at <http://www.det.act.gov.au/contact_us>;
* see also the *Complaints Policy* on the Directorate’s website.

1. References
   1. **Definitions**

**Central office units:** include all office areas within the Directorate**.**

**Schools:** include all ACT public preschools, primary schools, high schools and colleges.

**School Boards:** are established under the *Education Act 2004* 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.

Sponsorship: is the negotiated provision of funds, in kind support through the provision of goods or services to schools and central office units in exchange for advertising, publicity or other benefits. Sponsorship:

* 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;
* may be between one or more schools and/or central office units and one or more organisations; and
* does not include direct commercial dealings between organisations and schools/central office units, simple donations of goods and services, or materials developed independently by organisations for use in schools/central office units.

ASponsorship Agreement:is a written document outlining the negotiated terms for a sponsorship. Agreements may be

* with a business or organisation;
* the first step to, or the outcome of, links formed with business and other community organisations; or
* part of, or an outcome of, a much wider relationship with the community.

Agreements: may take the form of:

* an exchange of letters;
* the sample Sponsorship Agreement (Attachment C);
* the Sponsorship Contract and Schedule (Attachment D); or
* a full Legal Agreement (available from Governance and Legal Liaison)
  1. **Related Policies and Documents**
* School Management Manual - [Module 6: Financial Management](https://index.ed.act.edu.au/handbooks/school-management-manual/module-6-financial-management.html)
* **Attachment A –** Sponsorship, Negotiation, Approval and Agreements – for schools
* **Attachment B –** Sponsorship, Negotiation, Approval and Agreements – for office
* **Attachment C –** Sample agreement for sponsorships
* [Director-General’s Financial Instructions](https://index.ed.act.edu.au/school-services/chief-executives-financial-instructions/chief-executives-financial-instructions.html).