

Policy Title:	Summer Hill Public School Parents & Citizens Association Sponsorship Policy
Effective Date:	1 October 2017
Review Date:	30 September 2018

POLICY STATEMENT

The Summer Hill Public School P&C (P&C) is committed to supporting Summer Hill Public School (SHPS) through its fundraising activities and has developed this Sponsorship Policy to ensure transparency and fairness in its dealings with the community.

The P&C is an incorporated body under the Federation of Parents and Citizens Associations Incorporation Act 1976.

The P&C may enter into sponsorship arrangements with businesses or organisations to support its fundraising events and activities. This policy does not cover sponsorship arrangements with SHPS.

The P&C acknowledges that sponsorship is not philanthropic. Sponsorship arrangements are based on a distinct two-way return of benefits between the sponsor and the P&C. The P&C may accept financial and non-financial contributions as sponsorship including cash or in-kind contributions.

The P&C membership will determine sponsorship arrangements on a case by case basis. Sponsorship arrangements are more likely to be entered with organisations and businesses that:

- a. Have a presence in Summer Hill or in the surrounding community; and
- b. Have an affiliation with the SHPS in some way; and
- c. Seek to market themselves to the parents and carers of children at SHPS (i.e. not directly to the children)

Sponsorship arrangements will not be entered into with:

- a. Organisations and businesses that sell goods or services which are inconsistent with the ethos of public education or the values, principles and goals of SHPS;
- b. Political parties or religious organisations or organisations seeking to influence the curriculum or other school programs;
- c. Organisations and businesses offering goods, incentives or commissions to the P&C for the sale of financial products, real estate or other high risk products

All sponsorship arrangements:

- a. must be formalised through a written agreement;
- b. will be for a defined period of time;
- c. will not give a sponsor exclusive rights in relation to school or student activity, or restrict the activity of the P&C in any way;
- d. will not be conditional upon the acceptance or purchase of products or services;
- e. must comply with all relevant privacy obligations of SHPS and the P&C for students, parents / carers and staff;
- f. must not breach any intellectual property rights including copyright;
- g. must be reviewed by the P&C Executive in consultation with the Principal and approved by the P&C membership.



The P&C, wherever possible, will seek to promote sponsorship opportunities to all relevant organisations and businesses.

The P&C will not endorse a sponsor's product or service.

The P&C Executive may review a sponsor's promotional material before the fundraising event or activity.

The Secretary will maintain the list of approved Sponsors and record of sponsorship arrangements and provide the list of approved Sponsors to the Principal and P&C membership at least annually.

All sponsors must carry their own insurance, where applicable.

GENERAL INFORMATION

- The P&C raises funds to contribute to SHPS in areas not directly funded by the Department, but where the Principal, in consultation with the P&C Executive, feels there is a need for additional support.
- The P&C has a close working relationship with the School but is a separate organisation.
- As a separate organisation, the P&C is not responsible for the decisions made by the School, and cannot agree to anything on behalf of SHPS.
- The P&C would like to engender and maintain a culture of support in the community as well as seek the support of sponsors as part of its fundraising activities.
- The P&C can provide information to Sponsors on the current projects being funded by the P&C.
- The P&C's main fundraising event for the year is the Spring Fair. Sponsorship opportunities for the Spring Fair can be found in Appendix 1 of this Policy.

PROCESS

Approval Process

The Fundraising Coordinator, in consultation with the P&C Executive may approach potential sponsors for the Spring Fair and other P&C events.

If more than one sponsorship proposal is received for a P&C event and that event can only support one sponsor of that type or where multiple sponsors seek exclusive sponsorship of that event, the P&C Executive will seek a final proposal from each potential sponsor and, after considering each final proposal and after having regard to this Policy, make a recommendation to the P&C membership as to which sponsorship proposal to accept.

Sponsorship proposals from potential sponsors should be emailed to the P&C Secretary at summerhillpandc@gmail.com who will distribute them to the P&C Executive for review.

The P&C Executive will review the applications and make recommendations for review by the P&C membership.

The Secretary will include a list of Sponsors in the Agenda of the next P&C Committee meeting who are recommended for approval by the P&C membership.

Sponsorship arrangements will be approved by ordinary resolution of the P&C membership.

OTHER

List of approved Sponsors

The Secretary will keep the list of approved Sponsors and distribute it to the Fundraising Coordinator, the Principal and the P&C membership.

Sponsorship Benefits

Depending on the event and level of sponsorship agreed, and subject to the approval of the Principal, a sponsor may be entitled to:

- a. a stall at the event from which to disseminate promotional material;
- b. display its logo on promotional material associated with the event, including flyers or banners;
- c. recognition of its sponsorship on the P&C section of the school website, newsletter or noticeboard
- d. attendance by the sponsor at a function or event organised by the P&C and the opportunity for the sponsor to make an address

Significant or Unique Arrangements

Anything that is considered significant or unique by the P&C Executive will be reviewed on a case by case basis and, subject to this Policy, may be approved by the P&C membership after consultation between the P&C Executive, the Principal and the Fundraising Coordinator.

Using Contributions

All funds raised will be allocated in accordance with the P&C's Disbursements Policy

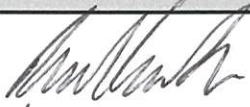
RESPONSIBILITIES

The P&C Executive will review all sponsorship applications and proposals and make recommendations to the P&C membership for approval.

The Secretary is responsible for maintaining a list of approved Sponsors and providing the list to the Principal and the P&C membership.

The Secretary is responsible for keeping a record of all sponsorship arrangements.

APPROVAL

Approved by P&C Executive & Membership	
Signature: 	
Date: 19/9/2017	President
Meeting number and date:	19 September 2017
Effective Date:	19 September 2017
Review Date:	30 September 2018

APPENDIX 1

Appendix 1: Sponsorship Levels for Spring Fair 2017: Saturday 4 November

Platinum Sponsor - \$5,000 +

On the day of the Spring Fair, Platinum sponsors have industry exclusivity at the Spring Fair and have the use of their own P&C supplied Stall from which to market their business. In addition, Platinum sponsors will benefit from:

- ✓ P&C produced banner on the school fence from 1 October 2017 until 15 November 2017
- ✓ Acknowledgement of sponsorship and logo on Fair posters and promotional flyers distributed to school and local community
- ✓ Acknowledgement of sponsorship and logo on Sponsors area of P&C section of school website from 1 October 2017 until 30 June 2018
- ✓ Acknowledgement of sponsorship and logo in the P&C section of the school newsletter from 1 November 2017 until the end of the school year
- ✓ Acknowledgement of sponsorship and logo on Sponsors section of P&C Noticeboard from 1 October 2017 until 30 June 2018

Gold Sponsor - \$1,000

Gold sponsors have the option to sponsor an existing Fair Stall or attraction (food, goods or entertainment). If a Gold sponsor chooses to sponsor an existing stall, the P&C will produce a sign acknowledging the stall sponsor for display at the stall. In addition, Gold sponsors will benefit from:

- ✓ P&C produced banner on the school fence from 1 October 2017 until 15 November 2017
- ✓ Acknowledgement of sponsorship and logo on Fair posters and promotional flyers distributed to school and local community
- ✓ Acknowledgement of sponsorship and logo on Sponsors area of P&C section of school website from 1 October 2017 until 30 June 2018
- ✓ Acknowledgement of sponsorship and logo in the P&C section of the school newsletter from 1 November 2017 until the end of the school year
- ✓ Acknowledgement of sponsorship and logo on Sponsors section of P&C Noticeboard from 1 October 2017 until 30 June 2018

Silver Sponsor - \$500

Silver sponsors will benefit from:

- ✓ Acknowledgement of sponsorship and logo on Fair posters and promotional flyers distributed to school and local community
- ✓ Acknowledgement of sponsorship and logo on Sponsors area of P&C section of school website from 1 October 2017 until 30 June 2018
- ✓ Acknowledgement of sponsorship and logo in the P&C section of the school newsletter from 1 November 2017 until the end of the school year
- ✓ Acknowledgement of sponsorship and logo on Sponsors section of P&C Noticeboard from 1 October 2017 until 30 June 2018

Bronze Sponsor - \$200

Bronze sponsors will benefit from:

- ✓ Acknowledgement of sponsorship and logo on Sponsors area of P&C section of school website from 1 October 2017 until 30 June 2018
- ✓ Acknowledgement of sponsorship and logo in the P&C section of the school newsletter from 1 November 2017 until the end of the school year
- ✓ Acknowledgement of sponsorship and logo on Sponsors section of P&C Noticeboard from 1 October 2017 until 30 June 2018