
SPONSORSHIP GUIDELINES For St Patrick's Primary School

It is believed that sponsorship arrangements that are entered into following the guidelines stated below can be life-giving to our school community and will enhance relationships within the extended community.

- Suitable sponsorships are those whose products or services can be associated with Catholic education without causing community concern. Brisbane Catholic Education and its schools must not become associated with products or services which are injurious to health or may be seen to be in conflict with the Brisbane Catholic Education's stated goals, values and policies
- Any sponsorship activity, arrangement or commitment entered into by schools must be consistent with the guiding principles outlined in the school vision statement and will support the educational mission of the school.
- Activities facilitated by sponsorship arrangements should be such that the ongoing curriculum at the school should maintain its own integrity and will be investigated accordingly. All offers of sponsorship will be recorded by the principal and discussed with the P&F Association.
- The school should only deal with reputable companies and assure themselves that the products involved are of a high quality and compatible with the school's value system
- .Where sponsorship is ongoing and is of a reciprocal nature, a written agreement will be made between the Principal, a member of the P&F executive and the sponsor. This agreement should outline funding arrangements, quantity of goods or services involved, the agreed time frame and the extent and form of any acknowledgement the school can reasonably give in return for sponsorship.
- All substantial donations of work and product need to be documented and signed by both donor and Principal.

CONSEQUENCES

- The acknowledgment of the sponsor must be in a form which is consistent with the standards and values of Brisbane Catholic Education and which can be associated with Catholic education without causing community concern
- Significant and/or sensitive sponsorship arrangements of a major nature should be referred to the Executive Director of Brisbane Catholic Education. Major sponsorships would involve those over \$5000 or the employment of staff.
- The sponsor's name, trademark, logo or symbol may be displayed on clothing or other school property but must conform to acceptable standards of ethics and good taste
- Acknowledgment of the sponsor must not extend to the granting of naming rights to an activity where the sponsor's name or product is incorporated in the official title of the activity, eg "The Wonderproduct Schools' Sports Carnival".
- Promotional slogans exhorting individuals to buy the sponsor's product or service must not be used or displayed.
- Staff and students must not be required to recommend the product or services of the sponsor or actively promote their sale
- Sponsors must not state or infer in their own advertising that their product or service is recommended
- Acceptance of the sponsor's product or service must not be made a condition for student participation in the sponsored activity or program
- Use of passive sponsorship (eg where schools are encouraged to indirectly benefit a sponsor) arrangements or involvement with promotional activities should be consistent with this policy
- The school will openly communicate to the school community and the sponsor exactly what the sponsorship entails.
- Forms for sponsorship or donations will be kept on file at the school.