Sponsorship and Advertising Policy

Date Approved	Committee responsible for review of policy	Review Date	Policy on Website	Statutory Policy
February 2024	Finance & Resources	February 2028	Yes	No

Headteacher: Emma Humphrey

1. Rationale:

1.1 Anstey Junior School recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the wider school community.

1.2 It is understood by the wider school community that participation in advertising and sponsorship will not generate pressure on children, parents or schools to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.

1.3 School staff and governors are permitted to seek sponsorship for special projects to support their classroom programs, as needs arise. For example, an approach may be made to a nursery/garden centre if a garden is being created or a bakery approached if bread is needed for a topic.

2. Aims:

2.1 To enhance school resources through developing positive and purposeful partnerships with organisations and businesses that exist within the wider school community.

2.2 To obtain funding from varied sources that enhance the learning opportunities of our children.

3. Implementation

3.1 The governors' and headteacher's approval is needed for all arrangements.

3.2 The headteacher will provide the governing body with details of any sponsorship or advertising proposals, and seek approval before finalising any partnership arrangements. Any pecuniary interests by school staff or governors must be declared at the time of the submission of the proposal.

3.3 All sponsorship and partnership arrangements will be considered on merit, and decisions will be made on an individual basis.

3.4 When considering potential advertising and sponsorship arrangements, the headteacher and governing body is required to adhere to the following guidelines:

3.4.1 Sponsorship and advertising will be with organisations and companies where a clear and demonstrable benefit for the students and the school is evident and where the vision, values and goals of the school will not be compromised.

3.4.2 Sponsorship and advertising arrangements must take into account the values and views of the school community as well as school policies

3.4.3 Sponsorship and advertising arrangements will only be entered into with organisations and companies that have a positive public image, and are associated with products and services appropriate for a school to align themselves with. Governors and staff will make their best endeavour to research any organisation, prior to accepting sponsorship to ensure that they are suitable and fit the school's vision and values.

3.4.4 Arrangements must not be entered into with companies directly involved with tobacco or alcohol products, gambling, offensive materials or themes and/or any other products considered to be harmful to children and parents.

3.4.5 Arrangements must not be entered into with companies that seek information from the school that would contravene the *Information Privacy Act 2000.*

3.4.6 Sponsorship arrangements that contain restrictions regarding the school's ability to purchase goods and services freely, or restrict the school's ability to make choices in any way, will be avoided.

3.5 Apart from gifts or donations made without conditions, the arrangements for all relationships must be confirmed in writing. The standard advertising or sponsorship agreement form (appendix 1) must be used for all advertising or sponsorship arrangements.

3.6 In considering a sponsorship or advertising arrangement the headteacher will consider the "Checklist For Sponsorship or Advertising For Anstey Junior School." (appendix 2)

3.7 Each individual sponsorship arrangement will be reviewed on an annual basis.

3.8 All sponsorship relationships are subject to audit and public accountability processes and must comply with the national competition policy prohibiting anti competitive agreements and exclusive dealing.

4. Advertising

4.1 The decision to distribute or display advertising material is delegated to the Headteacher.

4.2 Advertising material (e.g. a flier) will be distributed by the school, free of charge, if it is from an organisation which is non profit making and the activity directly relates to children, for example it is educational, sporting or enhances the lives of children.

4.3 The school's agreement to distribute or display material, does not in any way imply that it is recommended by the school or preferred over other similar products or services. The school takes no responsibility for the quality of the product or service.

4.4 Where judged appropriate by the Headteacher, information will be included in the school newsletter.

5. Arrangements for monitoring and evaluation

5.1 The Finance Team will monitor the impact of this policy by reviewing on an annual basis, all sponsorship and advertising arrangements.

6.Conclusion

6.1 The school will do everything they can to ensure that any agreements support the learning of the children and are with companies/organisations who have a public image that is consistent with the values, goals and policies of the school.

7.Monitoring and Evaluation

7.1 This policy, its procedures and activities, used to meet the school's policy on sponsorship and advertising, will be monitored and reviewed every 2 years by the Governing Body.

Appendix 1

SPONSORSHIP/ADVERTISING AGREEMENT

ANSTEY JUNIOR SCHOOL

This agreement is made on _____ (day/month/year), between _____ (the Headteacher) and _____ (the provider).

PARTIES TO THE AGREEMENT

School : Anstey Junior School

Name and Address of Provider**:**

_____
_____

(If the applicant is a company, include ABN number)

2. DETAILS OF THE ADVERTISING OR SPONSPORSHIP AGREEMENT

_____

_____

_____

3. FINANCIAL ARRANGEMENTS

_____

_____

_____

4. PERIOD OF AGREEMENT

From _____ _ to _____

5. ENDORSEMENT OF GOVERNING BODY

Headteacher's Signature:_____

Chair of Governor's Signature:___ _____

Chair of Finance Committee Signature: _____

Appendix 2

Checklist For Sponsorship or Advertising For Anstey Junior School

1. Has the agreement in appendix 1 be completed?

2. Is the agreement consistent with the ethos and values of Anstey Junior School?

3. Has the sponsor/advertiser previously provided advertising or sponsorship to Anstey Junior School or other schools?

4. Is there a possibility of damage to Anstey Junior School's reputation and image?

5. Does the advertising or sponsorship agreement imply that a product or service is recommended by Anstey Junior School?

6. Are the requirements of the sponsor/advertiser clearly stated in the agreement?