

Sponsorship, Marketing & Publicity Policy



Help for non-English speakers

If you need help to understand the information in this policy please contact 9591 0888.

PURPOSE

- To raise the profile of the School throughout the wider community.
- To promote the positive aspects of the School including the achievements of its staff and students, and its programs and activities.
- To plan and implement specific advertising or call-to action campaigns (such as attendance at events, fundraising, communicating deadlines for enrolment, etc).
- To seek and respond to mutually beneficial opportunities for sponsorship and partnership arrangements, which deliver benefits to the School in terms of additional resources and support.
- To maintain or increase student demand and enrolments.

SCOPE

Brighton Beach Primary 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.

School Council will ensure that any use of the Brighton Beach Primary School name is appropriate. It is understood by the wider school community that participation in marketing and publicity and sponsorship will not generate pressure on children, families or schools to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action as guided by the requirements of the Department of Education (DE).

POLICY

The Principal will provide School Council with details of any sponsorship or advertising proposals, and seek School Council approval before finalising any partnership arrangements. Any conflict of interest must be declared to School Council at the time of the submission of the proposal.

The Parent Association and Marketing & Publicity School Council sub-committee will vet all sponsorship proposals then make recommendations to the Executive of School Council.

All sponsorship and partnership arrangements will be considered on merit, and decisions will be made on an individual basis. When considering potential advertising and sponsorship arrangements, the School Council is required to adhere to the following guidelines:

- Sponsorship and advertising will be with organisations and companies where a clear and demonstrable benefit for the students and the school's programs can be guaranteed and do not pose a conflict of interest.
- Sponsorship and advertising arrangements must take into account the values and views of the school community as well as the school policies
- 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.

- Consideration will be given to:
 - the type of products or services the organisation markets
 - the marketing methods the organisation employs
 - the impact its products and processing have on issues such as the environment
 - its public image as an employer, acceptability to the community and general reputation as a business.

Schools must not engage in sponsorship that is inappropriate, either through association or activity. The following activities or organisations must not be considered for sponsorship:

- activities aimed at delivering or replacing core services to schools delivered by third parties such as, for example, cleaning or IT
- activities or sponsorship partners whose values, products, purposes or objectives are inconsistent with the Department's policies, values, priorities or objectives
- political parties, tobacco companies, gaming venues, companies involved in the sale or promotion of alcohol, or involved in the sale or promotion of firearms
- companies that encourage unhealthy food choices by young people
- religious organisations or religious activities
- unregistered charities and not-for-profit organisations, including those not registered with the Australian Charities and Not-for-profits Commission (ACNC)
- School Banking Programs provided by Authorised Deposit-taking Institutions. Refer to the Financial Literacy policy for further information.
- organisations or companies that are financially unsound or unstable
- agencies with inspectorial or regulatory powers over the Department
- any activity or organisation seeking for the Department to directly endorse or promote its products or services
- any activity in breach of the Code of Conduct for Victorian Public Sector Employees.

Additional DE procedures and considerations:

- Sponsorship agreements must have end dates
- Schools must maintain and record their own sponsorship register for all sponsorships
- All sponsorships above \$25,000 need to be approved by Regional Director, Executive Director of Communications and submitted to the Communications Division
sponsorship@education.vic.gov.au
- If the sponsor requires the naming rights of a government asset, event or initiative the DET Communications Division, as described above, must be informed and a ministerial approval sought.
- Schools being approached with requests to advertise state-wide or country wide corporate sponsorships (e.g. banks, supermarkets, etc.) are to refer these requests to the DET Communications Division.
- For any other questions or support contact schools.procurement@education.vic.gov.au

Additional BBPS procedures and considerations:

- In considering a sponsorship or advertising arrangement the Marketing & Publicity School Council sub-committee will consider the Checklist for Sponsorship as outlined in the Victorian Government School Reference Guide (Appendix One).
- A range of sponsorship options for Brighton Beach Primary School are shown in Appendix Two.
- Each individual sponsorship relationship will be monitored and maintained by the principal or nominated representative.
- A Sponsorship Register (see Appendix Three) must be completed by the event organising team. The Sponsorship Register will be stored in an easy and accessible format for audit purposes.
- Once approved by School Council, the event organisers will send a Sponsorship Letter confirming commitment (Appendix Four).
- Each individual sponsorship arrangement will be reviewed on an annual basis.

COMMUNICATION

This policy will be communicated to our school community in the following ways:

- Available publicly on school website
- Shared and referenced by the Marketing and Publicity School Council sub-committee annually
- Parent Association Induction processes
- Used to communicate with potential and confirmed annual sponsors
- Hard copy available from school administration upon request.

FURTHER INFORMATION AND RESOURCES

<https://www2.education.vic.gov.au/pal/sponsorship/policy>

Support materials used in partnership with this policy, can be accessed upon request via the School Administration Office.

- Dreamers Sponsorship promotion Slide Deck

POLICY REVIEW AND APPROVAL

Policy last reviewed	2025
Consultation	School Council Marketing and Publicity sub-committee
Approved by	School Council
Next scheduled review date	2027

APPENDIX One - Sponsorship Checklist

ASSESSING SPONSORSHIP CHECKLIST

This checklist must be used to assess whether a proposed sponsorship agreement is compliant with Department policy.

There are additional tools to help assess a proposed sponsorship agreement that can be accessed via the [EduGate Sponsorship page](#)

Note: If you do not have adequate material to complete this checklist, request further information from the potential sponsor.

In order to proceed with the sponsorship agreement all criteria must be assessed as 'yes' (except where additional information can be provided as indicated).

Criteria	Assessment
1. The sponsorship is for school-related purposes.	Yes/No
2. The sponsor's business activity is appropriate to engage with (i.e. it does not appear on the list of inappropriate activities (refer to the Sponsorship Procedure - Schools)?	Yes/No
3. Was the opportunity advertised? If not, document the rationale as to why it was not advertised below: (i.e. small value or small size of market) <ul style="list-style-type: none">(include a few bullet points about the rationale here)	Yes/No
4. Where the opportunity was advertised, selection criteria were used to evaluate the responses.	Yes/No
5. Principles of fairness and ethical dealings were applied in securing this sponsorship and conflicts of interests were identified and managed (as outlined in the sponsorship policy or procedure?)	Yes/No
6. The sponsor represents a reputable organisation whose values are consistent with the ethos and values of the school.	Yes/No
7. The sponsorship positively enhances the schools image and there is no possibility of damage to the school's reputation and image.	Yes/No
8. The sponsorship agreement has commencement and end dates.	Yes/No
9. The sponsorship agreement/engagement letter does not imply that a product or service is recommended by the school.	Yes/No
10. Privacy of students, their families and school staff is not compromised by the sponsorship proposal. Names and other details are not being provided as a benefit to the sponsor.	Yes/No
11. The sponsorship is able to stand up to public scrutiny and maintain public trust.	Yes/No
12. The sponsor has provided details on how the funds are to be spent. (outgoing sponsorships only)	Yes/No
13. The extent of acknowledgement and benefits provided to sponsors is consistent with the amount of sponsorship.	Yes/No
14. Acceptance of the sponsor's products or services will not give the sponsor exclusive rights in relation to the school or student activities.	Yes/No
15. The sponsorship agreement does not give naming rights for a Government asset, event or initiative to an external organisation. If this is requested and required, approval of the relevant Minister is necessary. Contact the Communications Division for assistance with this process.	Yes/No

<p>16. The sponsor has appropriate insurance cover, for instance, if sponsorship is provided in the form of service or advice, professional indemnity insurance is required. If the sponsor is present at school event (a fete for example), public liability insurance cover of at least \$10 million is required.</p> <p>On request, the sponsor must provide the school council with evidence of this coverage.</p> <p>This information can be requested when negotiating the terms of the sponsorship.</p>	Yes/No
<p>17. A financial viability check has been conducted and there are no potential financial risks identified. Examples of how this can be completed is through conducting a credit check or check through Australian Securities Investments Commission Company (ASIC) and direct search.</p>	Yes/No
<p>18. There is no conflict of interest and no personal benefits will be received by school staff and school council members.</p>	Yes/No

APPENDIX Two - Sponsorship Opportunities

Brighton Beach Primary School welcomes opportunities to partner with community organisations that align with our core school values.

Refer to the support materials, available on request, for greater detail about the benefits and options for sponsorship within the school community:

- BBPS Sponsorship Slide Deck
- Dreamers Sponsorship promotion slide deck

OPTION 1: Collective or individual Partnerships

Gold - \$7000	Silver - \$5000	Bronze - \$2000
<p>3 collective spots open</p> <ul style="list-style-type: none"> • Branding and marketing for 4 major events • Large logos for all events • Opportunity for community presence / workshops x2 • Community exposure through social media platforms / newsletter 	<ul style="list-style-type: none"> • Branding and marketing for 1 major event • Logos on corresponding event marketing • Opportunity for community presence/workshop at 1 event • Community exposure through social media platforms / newsletter – 1 per term, and linked to allocated event 	<ul style="list-style-type: none"> • Small logos for 1 event • Opportunity for branding / placement of goods at 1 event • Community acknowledgement through event group post on social media platforms / newsletter

OPTION 2: Dreamers Football Community Event Sponsorship

Platinum 1 \$3000	Platinum 2 \$5000	Gold Plus Sponsor \$2000	Gold Sponsor \$1500
<ul style="list-style-type: none"> • Branding on all Dreamers communication • Guernsey logo exposure - central back • Opportunity for game day presence • Advertisement in newsletter • Acknowledgement in post event communication 	<ul style="list-style-type: none"> • Branding on all Dreamers communication • Guernsey logo exposure - front • Opportunity for game day presence • Advertisement in newsletter • Acknowledgement in post event communication • Exclusive advertising rights to after match event 	<ul style="list-style-type: none"> • Branding on all Dreamers communication • Football shorts logo exposure - 1 of 2 • Opportunity for game day presence • Advertisement in newsletter • Acknowledgement in post event communication 	<ul style="list-style-type: none"> • Branding on all Dreamers communication • Guernsey logo exposure – shared positioning on back of anniversary jumper • Opportunity for game day presence • Advertisement in newsletter (3 allocations) • Acknowledgement in post event communication

Sponsorship Options

Note:

- The options are open to discussion and negotiation to ensure the 'best fit' and mutual benefit to the both parties.
- Sums quoted are merely a 'guide' to assist discussion and agreement and may vary depending on the number of interested sponsors for events.
- Payment for Sponsorship must be made prior to activity commencement
- All potential Sponsors need to be ratified by School Council prior to agreement being signed.



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Incoming Sponsorship Letter

[Recipient]

Record number

[Title]

[Company]

[Address 1]

[Address 2]

[Address 3]

Dear

Re: Your offer of sponsorship of [insert School name]

Thank you for your letter of [date] offering sponsorship to the School Council. I am pleased to advise that the School Council on behalf of the Department of Education and Training (**DET**) has accepted your offer of sponsorship (**Offer**) for the period from [start date] to [end date] (the **Sponsorship Period**).

Where your Offer includes sponsorship funds, the School Council will issue a tax invoice to you for the amount of the sponsorship funds. As DET is registered for the GST, any payments made to School Councils under sponsorships are subject to GST. Accordingly, please make a payment of \$.....plus GST (total of \$.....) to the School Council within 30 days of the date of the tax invoice.

Your offer is accepted by the School Council subject to and conditional on your acceptance of the following terms and conditions:

1. You acknowledge that acceptance of the sponsorship does not constitute a general endorsement of your organisation or its products or services, by DET or the School Council.
2. You agree that:
 - a. your organisation will not promote or publicise this sponsorship agreement as being a general endorsement by DET or the School Council, of your organisation or its products or services;
 - b. where the sponsorship includes agreement for your organisation to be acknowledged through placement of advertisements or your organisation's logo in any communications to the School community or on signs located on School premises (**Acknowledgements**), all such Acknowledgements must receive prior written approval of the School Council;
 - c. if either party breaches the terms and conditions of this sponsorship agreement and fails to rectify such a default in accordance with written notice by the non-defaulting party within 14 days after the date of such notice, the non-defaulting party may terminate this sponsorship agreement at any time thereafter;
 - d. the School Council may terminate the sponsorship agreement immediately if any of the following events occur:
 - i. if your organisation is wound up, becomes insolvent or enters into an agreement with its creditors, or if a receiver, manager or liquidator is appointed in respect of your organisation;
 - ii. if the organisation's business operations or the business or activities of any associated company are contrary to any government policy of DET; or



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- iii. if the School Council determines that for what ever reason it should no longer be associated with your organsiation;
 - e. the School Council may terminate this sponsorship agreement at any time and in its sole discretion by giving your organisation [number] days prior written notice. The School Council will pay your organisation the unavoidable and substantiated costs incurred by your organisation as a direct result of the termination, excluding any loss of profit, and the School Council has no other liability to the organisation in relation to that termination;
 - f. where this sponsorship agreement is terminated the sponsorship funds shall not be refundable by the School Council and you must:
 - i. immediately cease publicising the Acknowledgement; and
 - ii. remove any Acknowledgements from School premises;
 - g. the benefit of this sponsorship agreement is not transferrable to any other party;
 - h. [delete if not applicable] you will comply with the following further conditions [insert any specific sponsorship conditions – eg, such things an size and location of logos, number of ads, number and location of signs, etc].
3. In consideration of the School Council entering into this sponsorship agreement with you, you release and indemnify DET and the School Council, its officers and employees in respect of any loss, damage, cost or expense of any kind whatsoever, that they may incur as a result of, or in relation to, your actions or omissions (including negligence) or those of your employees, sub-contractors or agents, in connection with the sponsorship during the Sponsorship Period.

Please indicate your agreement to the above conditions as soon as possible, by signing where indicated at the end of this letter and returning it to me within 14 days.

Yours sincerely

[insert name of President of School Council]
President

.....
Signed for and behalf of the Sponsor

by _____

Date: