

BRIGHTON BEACH PRIMARY SCHOOL



Sponsorship, Marketing & Publicity Policy

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 and Training.

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 DET 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 examples 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.
- Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.
- Each individual sponsorship arrangement will be reviewed on an annual basis.
- To support our community, advertising in the school newsletter will incur a cost which is reviewed annually, as outlined in RELATED FINANCE POLICY here.

RELATED POLICIES AND DOCUMENTATION

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

REVIEW CYCLE AND EVALUATION

To ensure ongoing relevance and continuous improvement, this policy will be reviewed every 3 years.

Date Reviewed	May 2021
Responsible for Review	Marketing & Publicity School Council sub-committee
Review Date	May 2024

APPENDIX One - Sponsorship Checklist

Schools should request a sponsorship proposal and it should be assessed to ensure it complies with current DET Sponsorship and guidelines.

The checklist must be used as a guide and can help identify any possible risks associated with the sponsorship activity. If the proposal does not provide adequate information to make an assessment, and the sponsorship is worth considering, further written information should be requested.

The sponsorship proposal aligns with the school's sponsorship policy.	Yes/No
The sponsor represents a reputable organisation and is consistent with the ethos and values of the school.	Yes/No
The type of products or services the sponsor markets and the marketing methods used are consistent with the ethos and values of the school.	Yes/No
The sponsorship positively enhances the schools image and there is no possibility of damage to the school's reputation and image.	Yes/No
There is a sponsorship agreement with: <ul style="list-style-type: none"> • clear rationale of purpose of sponsorship • defined roles and responsibilities • clearly articulated terms and conditions • benefits for all parties • the duration of sponsorship • termination conditions and • evaluation 	Yes/No
The sponsorship agreement does not imply that a product or service is recommended by the school.	Yes/No
School council has approved the sponsorship agreement.	Yes/No
Privacy of students, their families and school staff is not compromised by the proposal.	Yes/No
The relationship between the school and sponsors is conducted in a transparent manner and would be able to stand up to public scrutiny and maintain public trust.	Yes/No
The sponsor has provided details on how the funds are to be spent.	Yes/No
The extent of acknowledgement provided to sponsors is consistent with the level of sponsorship.	Yes/No
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
Educational materials provided as part of a sponsorship are clearly identified as being those of the sponsor.	Yes/No
Other corporate connections to the sponsor will not damage the school's reputation and image.	Yes/No
An evaluation process at the conclusion of the sponsorship has been developed.	Yes/No
The sponsor has adequate insurance cover.	Yes/No
A financial viability check has been conducted and there are no potential financial risks identified.	Yes/No
There is no conflict of interest and no personal benefits can be received by school staff and school council members.	Yes/No

APPENDIX Two - Sponsorship Opportunities

What Brighton Beach Primary School has to offer to potential Sponsors

Brighton Beach Primary School - A year of opportunity

- 255+ Families
- A strong local community with young families and extended families
- Highly involved Principal and Teaching staff
- A committed parent community
- A variety of successful school functions throughout each term
- An Election voting location with well over 2000 voters
- The opportunity for brand and product placements
- Flexibility to work with new and unique ideas
- A full year of communication or single event brand association as an option
- A fully functioning school Website, managed directly by the school office

Major event options

ANNUAL events

- | | |
|---|-----------------------|
| • Mother's Day Lunch | May |
| • Mid-Year Major fundraiser | June |
| • Brighton Community Cup Football Match | August/September |
| • School Production | September (bi-ennial) |
| • Stalls at School Events | |

ONGOING events

- | | |
|------------------|------------------|
| • Kitchen Garden | Annual & Ongoing |
|------------------|------------------|

Exposure Opportunities

- Real Estate Billboards with exposure outside the school and on local roads (locations to be determined)
- Jersey sponsorship at Father's Day Football Match
- Banners/Posters/Branding at School Events
- Stall at School Events
- Ongoing signage at the Kitchen Garden – Seeds/Fertilizers/Vegetables
- Kitchen appliances provided and sponsored for the Kitchen Garden
- Giveaways and Sampling at the Mother's Day Lunch
- Colouring competitions/high involvement events for children to participate in
- Facebook Page that will attract likes and exposure for events (managed by the PA)

Sponsorship Options

Note:

- *The options overleaf 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.*

PLATINUM - \$3,000

- Prime position branding on all event-specific marketing – posters, banners & flyers, players footy jumpers
- Prime position branding on marketing boards in high traffic areas (locations to be determined)
- Space allocation at event for marketing purposes (signage/banners)
- Advertisement in School newsletter at time of your choice
- ‘Shout outs’, banners, signage and posters at event
- Stall allocation at School Events and Brighton Community Cup Football Match

GOLD - \$1,500

- Shared position branding on marketing boards in high traffic areas (locations to be determined)
- Shared position branding on limited event-specific marketing - posters & flyers/ Footy jumpers
- Space allocation at event for marketing purposes (signage/banners)
- Advertisement in School newsletter at time of your choice
- ‘Shout outs’ at event
- Stall allocation at School Events and Brighton Community Cup Football Match

SILVER - \$750

- Shared branding on limited event-specific marketing – posters/banners
- Space allocation at event for marketing purposes (signage/banners)
- Advertisement in School newsletter at time of your choice
- Stall allocation at School Events and Brighton Community Cup Football Match

BRONZE - \$500

- Space allocation at event for marketing purposes (banners/signage)
- Stall allocation at School Events

At a glance:

Opportunities	Bronze	Silver	Gold	Platinum
	<u>\$500</u>	<u>\$750</u>	<u>\$1,500</u>	<u>\$3,000</u>
Prime position branding – event specific				✓
Shared position on Street marketing boards – event only			✓	✓
Shared branding on event-specific marketing		✓	✓	✓
Space allocation at event (banners/signage)	✓	✓	✓	✓
Stall allocation at School Events	✓	✓	✓	✓
Stall allocation at Brighton Community Cup Football Match		✓	✓	✓
Sponsor Banner at Major Fundraiser				✓
Advertisement in Newsletter - one per term		✓	✓	✓