



## SPONSORSHIP POLICY

### Rationale

Students of the College will from time to time seek sponsorship to assist with the costs of programmes, equipment and special events. The College is also approached periodically by organisations wishing to promote products and services to the College community. Whilst the College recognises that it is part of the wider community and there are benefits to be derived from commercial partnerships with business, it is essential that any agreements entered in to by the College are consistent with the Catholic ethos of the College.

In approaching organisations, the College must be aware of the reasons organisations may consider sponsorship. These include:

- To demonstrate good corporate citizenship;
- To demonstrate commitment to a community;
- To generate positive visibility to increase sales;
- To generate favourable media interest and publicity; and
- To compete with other companies.

The College must be aware of these possible motivations and ensure that the good reputation of the College is not compromised by organisations seeking to gain an advantage in these areas. The College will not engage in sponsorship arrangements that are inconsistent with the ethos of a Catholic school and the mission of St Patrick's College.

### Definitions

Sponsorship is the negotiated provision of funds, goods or services to students, teachers or the College in exchange for advertising, publicity or other benefits. (CECV Guidelines).

Promotions are defined as a scheme or arrangement conducted by organisations which is intended for commercial or other benefit, and which involves and rewards students, teachers, schools or the school sector participating in the scheme or arrangement (CECV Guidelines).

It is important to distinguish sponsorship and promotions from donations; whilst a sponsorship may be motivated by an organisations or individuals sense of philanthropy, if the provider seeks or is provided with any form of recognition or service in return for the sponsorship, then it is by definition not a donation.

## **Scriptural Context**

“Render to Caesar the things that are Caesar’s and to God the things that are God’s”  
Matt 22:21

## **Sponsorship Policy**

1. The development of cooperative and harmonious relationships with the local and wider communities is part of the Gospel dimension of being open to all who wish to experience the Church in action and is consistent with the philosophy of an Edmund Rice school.
2. The development of the whole person requires the Catholic school to foster links with those outside the school to enhance the learning opportunities of all students, and to broaden their understanding of the world of work in which all Catholics are called to witness the Gospel of Jesus Christ.
3. Acceptable commercial arrangements involving sponsorships and promotions must be:
  - Sensitive to the cultural composition of the local school community;
  - Consistent with school policies on inclusiveness;
  - Based upon aspects of peace, justice, morality, respect for the law and environment and respect for the integrity of individuals.

## **Sponsorship and Promotion Guidelines**

Any sponsorship or promotion scheme must comply with the definitions and guidelines as set out below and must be approved by the Headmaster before being publicised or implemented. To be considered for approval:

1. Sponsorships and promotions must not relate to direct commercial dealings between the College and organisations, to donations, to fund raising activities ordinarily conducted by the College, or to materials developed by organisations for use in the College that do not result in commercial benefit.
2. A proposal should enable the College to form a positive link with an aspect of the wider community.
3. A proposal must enhance the educative opportunities of some or all students.
4. Sponsorship and promotion agreements must only be negotiated with organisations and individuals whose image and activities are consistent with the ethos of a Catholic school. Factors beyond the local environment, such as the nature of the organisation’s activities in third world nations, should be considered.

5. Negotiations should clearly outline the nature of the funds, goods and services being provided to the College and the sponsors and College's rights and responsibilities pursuant to the sponsorship agreement.
6. Any sponsorship or promotional agreement must be consistent with other published policies of the College and be in line with guidelines established by bodies such as the Australian Taxation Office.
7. Any sponsorship or promotional agreement must be consistent with good educational practice.
8. Any sponsorship or promotional agreement must not place undue pressure on students, parents, staff or the College to purchase particular products or services or to adopt particular beliefs, attitudes or courses of action.
9. Acceptance of a sponsor's proposal must not be conditional upon student participation in a sponsored activity.
10. The College will not endorse a product or service, or be in a situation where it might reasonably be construed as doing so.
11. Commercial logos, names, advertising tag lines and images must not appear on the College letterhead or on any signage, publication, uniform (including sporting uniform), equipment or building without the express permission of the Headmaster.
12. The College's normal funding arrangements must not be displaced by the sponsorship or promotional agreement.
13. The College through involvement in sponsorship or promotional agreements will not be associated with deceptive or contentious practices including door to door canvassing, pyramid selling, trading of database details or personal referral for example.
14. Any educational materials provided as part of the sponsorship must be clearly identified as being those of the sponsor.
15. Students should not be involved in fundraising activities connected with commercial sponsorships or promotions which involve door to door canvassing or the offer of prizes to individuals or groups raising the largest amount.
16. Monies raised through commercial sponsorships and promotions should be used for charitable works or capital projects, not for school recurrent funding purposes.
17. Any sponsorship or promotional agreement must not contravene healthy living practices. For example the College will not accept sponsorship from organisations involved in fast food manufacture or sales or production and distribution of alcoholic products.

18. Any sponsorship or promotional agreement must be arranged for a fixed term, be subject to a periodic review by the College's Public Relations Committee and/or the Headmaster. All sponsorship or promotional agreement must be signed by the Headmaster as the College's representative.

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**Status of Policy:** Ratified by the College Board, August 2012

**Review:** 2017