



# **AVENUE JUNIOR SCHOOL**

## **POLICY ON COMMERCIAL SPONSORSHIP**

Version: 21 June 2019

## Introduction

The Governing Body welcomes support from individuals and businesses for the school. A sponsor is a person or firm that provides support to the school to assist in the purchase of materials or for an event or activity to take place. Funds or equipment may or may not be provided with a reciprocal obligation involved (eg in return for publicity).

Commercial sponsorship may take the form of financial sponsorship, in-kind sponsorship or promotions:

- Financial sponsorship - eg where a company provides the school with cash resources to meet a stated aim.
- In-kind sponsorship - eg where a company has provided prizes for an event where the company has been allowed to advertise.
- Promotions - eg voucher schemes where consumers collect vouchers by purchasing a company's product which can then be redeemed by the school to purchase sports equipment.

## Principles

Our overarching principles in considering offers or requesting sponsorship are that:

- Sponsorship must support the curriculum and be used to provide added value to children's learning. Sponsorship should be used for additions or improvements, not for funding core services such as teachers' pay.
- The aims and values of the school should not be compromised. The school will not accept offers of sponsorship from companies marketing products that are likely to be detrimental to health (eg tobacco or alcohol) or are known to have unethical production practices.
- Parents should not feel pressurised to provide sponsorship. Children and parents should not feel pressurised to buy a specific product or shop at a specific outlet. In receiving sponsorship the school gives no endorsement of products or services.
- All applications should be vetted by the Governing Body, who will have the final decision. Correct procedures are followed where money or goods are received, in line with our existing financial procedures. All receipts to be reported in the Governors' Annual Report

## Requests for sponsorship from the school

Wherever possible it should be volunteers, rather than staff, who actively seek sponsorship in order to ensure that core teaching functions are not affected by peripheral activities. All approaches to companies should be open and honest and should reflect well on the school. There should be clear understanding by all involved of what funds are required and for what purpose, the content of this policy and the type of approach agreed.

### Promotion of a sponsor by the school

Any marketing activity should be proportionate. Marketing must not directly state that the school endorses the company or product. Sponsor logos should not be larger or more prominent than the school logo or name if displayed. Companies should not be permitted to make claims that their product is superior to others or that they are the only supplier of that type of product or service.

### Procedure for agreeing sponsorship

Commercial sponsorship must be based on a written agreement between the school and the sponsor spelling out the expectations of both parties. This written agreement should be proportionate; an exchange of letters may be sufficient. The written agreement should include:

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- a description of the resources to be provided by the commercial sponsor;
- a description of the marketing or other benefits that the sponsor will receive;
- clarification as to which party is responsible for the costs associated with producing marketing materials;
- information noting the Freedom of Information responsibilities of the school;
- a statement that the sponsor will not receive preferential treatment during tendering processes for commercial contracts;
- details on how, and in what circumstances, either party can terminate the agreement; the standard agreement will be for 12 months.

Any application for commercial sponsorship should be approved by the Governing Body. The sponsorship and all receipts should be reported in the Governing Board's Minutes.

The written agreement and any additional correspondence should be kept by the school for the period of the sponsorship to assist in monitoring or responding to Freedom of Information requests.

### Evaluation of the sponsorship

The school will record whether or not the sponsorship met the aims, as laid out in the written agreement. This evaluation should be used to consider whether similar opportunities should be sought in the future and to make sure that any difficulties can be addressed in future commercial sponsorship arrangements.