



Wattle Park Primary School

SPONSORSHIP POLICY

PURPOSE

Sponsorship is seen as an avenue through which to provide additional resources to enhance the educational opportunities and activities offered by Wattle Park Primary School.

Definitions

Sponsorship is the negotiated provision of funds, goods or services to students, teachers or the school in exchange for advertising, publicity or other benefits.

Wattle Park Primary School Council will:

- Consider which items in the budget are appropriate for funding through sponsorship
- Consider all proposals for links between local business and the school

IMPLEMENTATION GUIDELINES

- Sponsorship agreements will only be negotiated with organisations whose public image, products or services are consistent with the ethos and values of the school.
- All negotiated sponsorship agreements will specify the roles and responsibilities of all parties and the nature and level of acknowledgement to be given to the sponsor.
- Acknowledgement of the sponsorship must not compromise the ownership of Wattle Park Primary School.
- Sponsorship and promotions will only operate within Wattle Park Primary School and Department of Education and Training (DEECD) adhering to equity guidelines. This school will only participate in National and State-wide sponsorships and promotions if all students and school are able to participate in the activity.
- Sponsorship must not require a change to any of the school's priorities, goals or policies and will be compatible with sound education practices.
- Participation in sponsorship will not place pressure on students, parents or the school to purchase particular products or services or to adopt particular beliefs, attitudes or courses of action.
- Acceptance of a sponsor's product or service will not be a condition of an individual's participation in sponsored activities.
- Any educational materials provided as part of a sponsorship will be clearly identified as belonging to the sponsor.
- Sponsors will negotiate and provide in writing, a clear statement of the program and/or course aims, content and method.

EVALUATION

The principal, staff and school community will undertake evaluation of the policy and program.

WRITTEN - 23 April, 2009

REVIEWED –

RATIFIED BY SCHOOL COUNCIL – 23 June, 2009