

## SPONSORSHIP POLICY

### DEFINITION

**Sponsorship:** The provision of funds/services/product for which the provider expects a return in the form of advertising/publicity.

**Benefaction:** A once-off gift or a bequest made in a will or testament which requires recognition.

**Donation:** Pure gift of funds/services/product which often has no requirement of recognition. Could be once-off/sporadic/recurring regularly.

### UNDERLYING PRINCIPLES

1. Sponsorship is a form of fundraising, and the policies as outlined for Fundraising apply in full to sponsorship as well.
2. A Sponsorship Committee consisting of the Principal, together with appropriate persons nominated by the Executive will be responsible for making decisions regarding sponsorship.
3. Clear and detailed contracts must define the relationship between the school and sponsors.
4. Certain restrictions will apply on certain types of sponsorship, in order that Bishops should remain in large measure a non-commercial campus.
5. Advertising coverage may be offered in return for sponsorship, and some form of recognition for a benefaction or donation.
6. Bishops will not accept any sponsorship or advertising on the standard school uniform.
7. There will be no naming rights for sporting teams.
8. Company/brand logos will only be considered where attached to officially (school) accepted sports attire for special tours and/or festival games.
9. Sponsorship of academic or sports equipment is acceptable.
10. Scholarships and Bursaries are a form of sponsorship that enables and recognises academic or other talent in potential pupils, allowing them to come to the school.
11. Sponsorship in kind or in cash from wine estates, alcoholic beverage and tobacco companies is open to review on individual merit. Cash donations are the preferred form of support.



## **MANAGEMENT**

1. Any sponsorship made to the school must be fully reported, and the details captured in the School's database.
2. The Principal's Office must respond to sponsors in the same way as for fundraising campaigns.