



SPONSORSHIP

Sylvania Heights Public School seeks active and positive engagement with its community. This engagement may lead to welcomed opportunities of sponsorship and/or donations. Such sponsorship may be utilised to support curriculum or co-curriculum initiatives.

Sylvania Heights will use funds gained in this manner to augment resources for the benefit of students.

Benefits of sponsorship

Sylvania Heights will:

- receive funds, goods or services which enables it to improve/expand the range of educational services.
- Sponsors gain the public recognition and kudos associated with having their name favourably linked to public education.
- May establish positive and fruitful links between education and the business sector.
- Give sponsors the opportunity to demonstrate their support of public education.
- Through sponsorship demonstrate to students and parents the value placed on education by organisations beyond the school.

THE CENTRAL PRINCIPLE

“Sponsorship activity must be consistent with the values, purpose and goals of public education and the policies of the Department of Education and Training. It must contribute, either directly or indirectly, to the quality of student learning.”

PD/2005/0295/Vo1

All sponsorships arranged for Sylvania Heights must confirm this principle.

Sponsorship will only be approved at Sylvania Heights Public School with the full authorisation of the School Council and the Principal.

“Sponsorship agreements may be negotiated only with reputable organisations whose public image, products and services are consistent with the values, goals and specific policies of public education. Whilst it is not possible to define what constitutes a “reputable” organisation, reasonable care needs to be taken when enquiring into an organisation, and in particular, the views and expectations of the community taken into account”

For consideration before accepting sponsorship

- the type of products or services the organisation markets
- the marketing method it employs
- the impact its products and processing have on the environment, and
- its public image as an employer

Where any doubt occurs reference will be made to the Manager, Sponsorship Unit.

Under no circumstances will sponsorship be accepted when there is any connection with the manufacture or sale of tobacco products or alcoholic beverages.

P & C

Sylvania Heights Public School P & C Association manages the “Friends of Sylvania Heights” Sponsorship Program. Local businesses are invited to participate. The number of sponsors, the cost of sponsorship and the entitlements is reviewed annually by the Principal, School Council and P&C. The school, in co-operation with the P & C, may list the sponsors, depending on the sponsorship category entitlements, on the school website and in the school newsletter, and may include the publication of a sponsor’s advertisement in the school newsletter once per term as recognition of the donation and in recognition of their support of public education. This ad will be no greater than ¼ page in size. The content would be vetted in accordance with Newsletter guidelines and must have the Principal’s approval before publication.

School Sponsorship Program will work closely with School Council, P&C Executive, and subcommittees to identify fundraising opportunities for School Sponsors. Terms of sponsorship are for calendar rather than financial year ie. January to December to maximise opportunities for Sponsors to participate in school fundraising events. New sponsorships will be negotiated on an individual basis and need to comply with all principles detailed in the School Sponsorship Policy.

Reference:

DET Sponsorship of School and Departmental Activities
PD/2005/0295/Vol (Under Review)