

Sponsorship Policy

Overview

Sponsors play an important role in supporting the life of Canberra Grammar School (CGS), with sponsorship acting as a legitimate way of supplementing the School's capacity to support and fund its activities. Sponsorship funding to CGS or the CGS Foundation is used to provide additional resources to particular projects or activities, or to support the general operations of the School.

Corporate sponsorship arrangements with CGS offer many valuable benefits to sponsor companies, including high visibility brand opportunities, premium brand alignment, and the opportunity to engage with the CGS community. They also serve as a way of facilitating cooperation between corporate organisations and the School.

CGS takes great care, however, to ensure all sponsorship activities adhere to the vision and ethos of the School. A strict set of principles guides sponsorship activity at CGS to ensure that all arrangements support the strategic objectives of CGS, and ultimately, that all sponsorship exists to enhance the educational outcomes, experience and opportunities of CGS students.

At all times, sponsorship is undertaken at the discretion of the Head of School.

Objectives

This policy has been developed to guide the engagement of CGS and the CGS Foundation in sponsorship activity. This policy aims to assist CGS and the CGS Foundation to:

- Maximise the benefits gained through sponsorship activity to educational outcomes, experience or opportunities for CGS students
- Ensure all sponsorship activity undertaken by CGS and/or the CGS Foundation is consistent with the principles and ethos of the School
- Ensure all sponsorship arrangements further the strategic goals and objectives of the School
- Ensure that all sponsorship is recognised and continually registered by the School or the CGS Foundation.

Who this policy applies to

- Those seeking sponsorship with CGS or any of its affiliated bodies
- CGS staff, students, parents and Old Boys
- Members of the Board and all volunteers and Associations
- Any individual or group representing the School, such as sporting teams
- Any group belonging to the Canberra Grammar School community
- The CGS Foundation

Definitions

For the purposes of this policy, the below terms are defined as follows:

Sponsorship – A commercial arrangement involving the negotiated provision of funds, goods or services to the School, its students, teachers or community, or the CGS Foundation, in exchange for advertising, publicity or other benefits. Sponsorship does not include grants, donations or bequests, which are money, goods or other benefits provided to the School or CGS Foundation with no expectation of the benefits listed above. Sponsorship is not philanthropic.

Promotion - A scheme or arrangement intended for commercial or other benefit which involves and rewards the School, its students, teachers or its community, for participating in the scheme or arrangement. Refer any requests for promotional opportunities to the Community Development Office.

Donation – A product, service or cash given voluntarily by an organisation, company or individual with no expected return or benefit other than personal recognition. Voluntary cash donations over \$2 made to the CGS Foundation are tax-deductible.

Gifts-in-kind – A form of charitable giving whereby instead of giving money to the School to purchase goods or services, the goods or services themselves are donated. Gifts-in-kind must be directed to the School and not to an individual.

All individuals and organisations who donate gifts-in-kind to CGS will be acknowledged and thanked appropriately by the School. However recognition at the sponsorship tiers outlined in this policy, or at the CGS Foundation membership tiers outlined on the CGS Foundation website, can only occur when the monetary value of the donated goods or services can be clearly established.

Naming rights – Naming rights may be offered by the School in return for a major gift or significant contribution to the School. The Head of School and the School Board are responsible for determining naming rights of a major building or facility. Naming rights may be of interest to major donors and the CGS Foundation should be consulted in the first instance.

Endorsement – Endorsement occurs when CGS gives, or appears to give, approval or support to a particular product or service. A sponsorship agreement must not require the School or its affiliated bodies to directly endorse or promote a sponsor's products and/or services, or impact the School's ability to function impartially. CGS employees must not provide commercial endorsements. Suppliers may advertise the fact that they are a supplier of products or services to the School but must not use images of staff or students in advertising or promotions. Refer any requests for endorsements to the Community Development Office.

Affiliated body – For the purposes of this document, an affiliated body is any organisation that falls under the governance of Canberra Grammar School, including but not limited to, the CGS Foundation, CGS sports associations, CGS co-educational groups and CGS Care.

Sponsorship Principles

When entering into a sponsorship arrangement, the following principles must be applied:

1. No commitment can be made to any sponsor without a written agreement in place that clearly outlines the benefits for all parties, the commitment of all parties, the duration of the of the agreement and termination conditions. Agreements are developed by the CGS Foundation and signed by the Head of School
2. All sponsorship proposals must be evaluated against the principles outlined in this policy, with any final decision to be undertaken by the Head of School
3. All sponsorship must support the strategic vision and objectives of the School, and must derive direct or indirect benefits for CGS students
4. A sponsorship agreement will only be negotiated with organisations whose public image, products or services are consistent with the principles, values and ethos of CGS
5. CGS and its affiliated bodies will not undertake sponsorship with political parties, tobacco companies, gaming venues, alcohol or armaments companies, or any organisation deemed by the Head of School to be involved in inappropriate or offensive activity
6. A sponsorship must not require the School or its affiliated bodies to directly endorse or promote a sponsor's products and/or services, or impact the School's ability to function impartially
7. A sponsorship must not generate undue pressure on children, families, the School or its affiliated bodies to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action
8. Acceptance of a sponsor's product or service must not be a condition of an individual student's participation in sponsored activities
9. No inducement or favour will be promised to a sponsor in regard to the purchasing or enrolment policies of CGS and its affiliated bodies
10. The agreed benefits expected by a sponsor must be quantified and deliverable and must not compromise the functions of the School or its affiliated bodies
11. CGS and its affiliated bodies will not disclose the names, addresses or any other private information held by the School to a sponsor as part of any sponsorship agreement
12. There must be no personal benefit likely to flow to any employee of the School as a result of a sponsorship
13. Those sponsorship arrangements, including Principal Sponsorships, that do not fall into the sponsorship tier packages outlined below will be negotiated on a case-by-case basis
14. A sponsorship arrangement involving the placement of a sponsor brand on any School merchandise, including sporting and other co-curricular uniforms, must be agreed in writing as part of a tailored sponsorship arrangement.

Sponsorship of CGS Sporting Associations & other affiliated bodies

Sponsorship of CGS Sporting Associations and other affiliated bodies is negotiated separately. Sponsorships are assessed on a case-by-case basis, negotiated between a prospective sponsor, the relevant association representative, and the CGS Foundation Office, with final approval by the Head of School.

Sponsorship benefits vary according to the financial commitment made and the activity sponsored but may include:

- Display of company logo on sports or other co-curricular uniforms (at discretion of CGS and in line with CGS style guide)
- Opportunity to present activity-specific awards
- Recognition and sponsor announcement at games or other events
- VIP invitation to relevant association special events – functions and dinners
- Display of signage at games or other events
- Logo and recognition on brochures and other promotional materials
- Recognition as sponsor on the relevant sections of CGS on-line platforms
- Provision of CGS logo for use on approved company website/promotional materials related to the sponsorship
- Framed certificate of Appreciation from CGS
- Thank you in CGS Annual Report

Further information is available on sponsorship opportunities of particular sports associations and other affiliated bodies. To enquire about these sponsorship opportunities, please contact the CGS Foundation.

Process for arranging a sponsorship

All enquiries regarding sponsorship must be made to Sandy Goddard, Community Development Director, in the first instance. If approached directly by a potential sponsor, you are welcome to have an initial conversation but before committing to anything or taking further steps please advise Mr Sandy Goddard.

Mr Goddard will liaise between the Head of School, the CGS Foundation and any other relevant parties to avoid potential sponsors being approached by multiple arms of the School and to ensure that there is approval for the sponsorship to move ahead.

All sponsorship material, including letters or requests for sponsorship, must also be shown to Sandy Goddard prior to any approach being made.

Dimity May

Foundation Manager

Dimity.May@canberragrammar.org.au

P: +61 (2) 6260 9665