

# Corporate Sponsorship, Marketing and Promotions Policy

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## CORPORATE SPONSORSHIP, MARKETING AND PROMOTIONS POLICY

Issue 3

September 2020

Approved by:

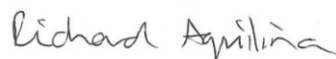


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Head Teacher  
Bailey's Court Primary School

**Date:** September 2020

Authorised by:



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Chair of Full Governing Body  
Bailey's Court Primary School

**Date:** September 2020

**Review Date:** September 2023



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## CHANGE RECORDS SHEET

Issue No.	Date	Summary of Change	Amended by
1	June 2013	Original policy document	M Beckford (Governor)
2	September 2017	No changes made	A Lynham
3	September 2020	No changes made	A Lynham

## SUMMARY

This policy should be read in conjunction with all other school policies; especially the health and safety department. If you require further details of this policy then please refer to the Head Teacher or Deputy Head Teacher.

This policy will be reviewed every three years.

## REFERENCE DOCUMENTS

None.

## MAIN DOCUMENT

### 1 STATEMENTS OF FACT

The governing body of Bailey's Court Primary School recognises the valuable contribution that businesses and other external organisations can make in terms of funding or support to the curriculum or support to the wider initiatives of the school.

The governing body has taken the decision to accept a limited amount of sponsorship, marketing and promotions within the school.

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The governing body has taken the decision to not accept any direct advertising to the children.

The governing body believes that the school is a safe environment and no exploitation of the children will be acceptable.

Acceptance of any sponsorship, marketing or promotions is at the discretion of the governing body.

This policy should be read in conjunction with all other policies.

## 2 DEFINITION OF TERMS

The governing body recognises the following definitions:

Sponsorship - a mutually beneficial partnership between the school and an external company or organisation who contributes funds, goods or services which supports the curriculum or wider activities of the school, in return for recognition or acknowledgement.

Marketing – a commercial arrangement whereby an external company or organisation contributes funds, goods or services in return for advertising through either the display of posters, distribution of leaflets or other direct methods.

Promotions – an activity with an external organisation which provides goods or services in return for voucher collections.

## 3 GUIDELINES AS TO BUSINESSES WE WILL WORK WITH

Sponsorship, marketing and promotions activities will only be negotiated with organisations whose public image, products and services are consistent with the principles, vision and goals of the school.

Sponsorship, marketing and promotions activities will be developed and maintained in an open way which provides equality of opportunity to would-be participant organisations.

## 4 UNDERSTANDING OF SPONSORSHIP, MARKETING AND PROMOTIONS

It is recognised that sponsorship, marketing and promotions may be based on the external organisation expecting to maximise the commercial return through the school community.

Although sponsorship, marketing and promotions may offer exposure of the external company's corporate logo or name, they must not infer the endorsement of products or services by the school, staff or children.

Acceptance or use of the company's product or service must not be made a condition for children or teacher participation in the sponsorship, marketing or promotions activity.

The sponsorship, marketing or promotions does not place any pressure on students, parents or staff to purchase particular products or services.

Exclusivity towards one organisation in a particular sector will not be agreed.

## 5 PR ACTIVITY

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Requests for PR activity, such as photographs with the children or staff or comments from the children or staff will be reviewed on a case by case basis but will not automatically be a benefit of any sponsorship, marketing or promotions partnership. The governing body are firm in the belief that the images of the children and wider school community must be protected at all times.

Any PR activity will be proportionate to the benefit derived from an education point of view to the children or to the school.

We will gain consent from parents as appropriate.

## 6 APPLICATION PROCEDURE

All applications should be made to the Headteacher. The Headteacher:

- a. Will refer to the policy guidance table and accept/ reject the application
- b. If not stated on the table, will make a decision as to whether to accept/ reject the application
- c. If a decision cannot be made on the application, will contact a bank of designated Governors, of which three will provide an answer and the majority rules.

## 7 THE FRIENDS

For all events where Sponsorship, Marketing or Promotion are included, applications should be made to the Headteacher as per the standard application process.

At the end of the single day fundraising event, all corporate branding must be removed from the school premises.

If the Friends wish to develop sponsorship, marketing or promotions longer than the single day fundraising event, they will be governed by this policy.

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## APPENDIX A GUIDANCE TABLE

**Please note:** Sponsorship, marketing and promotions activities will only be negotiated with reputable organisations whose public image, products and services are consistent with the principles, vision and goals of the school.

Type of Organisation	Activity	Guidance
Non-profit making organisations, e.g. Rainbows, half term clubs, Local Authority	Flyers in book bags	If meets criteria outlined, free of charge
Profit making organisations that hire the school's facilities and provide services which are beneficial to the children	Flyers in book bags	If meets criteria outlined, free of charge
Profit making organisations offering services which are beneficial to the children	Flyers in central collection point of the school (to be promoted in the school newsletter) if beneficial to the children, e.g. sports, drama, music clubs	If meets criteria outlined, free of charge
Profit making organisations providing logoed/branded materials to the school		To be reviewed on a case by case basis