



SPONSORSHIP POLICY

PURPOSE

Rowen Street Kindergarten recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the wider kindergarten community.

It is understood by the wider kindergarten community that participation in advertising and sponsorship will not generate pressure on children, families or kindergartens to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.

POLICY STATEMENT

1. VALUES

Rowen Street Kindergarten is committed to:

- Fostering community partnerships which provide mutual benefits to both the kindergarten and organisations/businesses.

2. SCOPE

This policy applies to the Approved Provider, Persons with Management or Control, Nominated Supervisor, Persons in Day-to-Day Charge, educators, staff, students on placement, volunteers, parents/guardians, children and others attending the programs and activities of Rowen Street Kindergarten.

3. BACKGROUND AND LEGISLATION

Background

Sponsorship can help improve educational outcomes and the goals and objectives of the kindergarten. Sponsorship can also provide a sense of connectedness with the wider community.

The kindergarten must not engage in a sponsorship that:

- engages in activity aimed at delivering or replacing core Department or kindergarten services
- involves political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, and organisations involved in offensive or inappropriate activity
- requires the Department to directly endorse or promote its products and/or services
- requires disclosure of the names or addresses held by the kindergarten to an external organisation as a benefit of sponsorship unless the individual's consent is sought.

Legislation

Information Privacy Act 2000 (Vic)

4. DEFINITIONS

The terms defined in this section relate specifically to this policy. For commonly used terms e.g. Approved Provider, Nominated Supervisor, Regulatory Authority etc. refer to the *General Definitions* section of this manual.

Sponsorship

Sponsorship is the purchase of rights or benefits, including naming rights, delivered through association with the sponsored organisation's name, products, services or activities. The rights or benefits typically relate to the sponsor's reputation, management or communication objectives.

A sponsorship is not:

- a grant, including money, goods or other benefits provided to the recipient for a specified purpose, but with no expectation of attaining rights or benefits as outlined above
- a bequest that has no obligations on the kindergarten and offers little or no rights or benefits to the provider
- the sale of advertising space, editorial comment or advertorials

5. SOURCES AND RELATED POLICIES

Sources

<https://www.education.vic.gov.au/school/principals/spag/community/Pages/sponsorship.aspx>

Service policies

Privacy and Confidentiality Policy

PROCEDURES

The RSK Fundraising and Sponsorship Officer will investigate and negotiate all potential sponsorship and advertising arrangements. The Executive of the Committee of Management will reserve the right to exercise discretion over all sponsorship decisions.

The Fundraising and Sponsorship officer will provide the Committee of Management with details of any sponsorship or advertising proposals, and seek Committee approval before finalising any partnership arrangements. Any pecuniary interests by committee members must be declared to Committee of Management at the time of the submission of the proposal.

All sponsorship and partnership arrangements will be considered on merit, and decisions will be made on an individual basis.

When considering potential advertising and sponsorship arrangements, the Committee of Management is required to adhere to the following guidelines:

- Sponsorship and advertising will be with organisations and companies where a clear and demonstrable benefit for the students and the kindergarten's programs can be guaranteed.
- Sponsorship and advertising arrangements must take into account the values and views of the kindergarten community as well as the kindergarten policies
- Sponsorship and advertising arrangements will only be entered into with organisations and companies that have a positive public image, and are associated with products and services appropriate for a kindergarten to align themselves with. Consideration will be given to:
 - the type of products or services the organisation markets
 - the marketing methods the organisation employs
 - the impact its products and processing have on issues such as the environment

- it's public image as an employer, acceptability to the community and general reputation as a business.

Arrangements must not be entered into with companies directly involved with tobacco or alcohol products and/or any other products considered to be harmful to children and parents.

Arrangements must not be entered into with companies that seek information from the kindergarten that would contravene the Information Privacy Act 2000.

Sponsorship arrangements that contain restrictions regarding the kindergarten's ability to purchase goods and services freely, or restrict the kindergarten's ability to make choices in any way, will not be accepted.

Each individual sponsorship relationship will be monitored and maintained by the Fundraising and Sponsorship Officer.

Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.

Each individual sponsorship arrangement will be reviewed on an annual basis.

There is a sponsorship agreement with:

- clear rationale of purpose of sponsorship
- defined roles and responsibilities
- clearly articulated terms and conditions
- benefits for all parties
- the duration of sponsorship
- termination conditions and
- evaluation

IMPLEMENTATION

Arranging sponsorships

The Fundraising and Sponsorship Officer must:

- request a sponsorship proposal, the proposal should have clear objectives, key performance criteria and an evaluation plan
- undertake a full analysis of the risks, costs and benefits of the sponsorship
- in collaboration with sponsor develop a sponsorship agreement that:
 - sets out terms of the sponsorship
 - specifies that the kindergarten does not endorse the organisation or its products and that the arrangement must not be promoted or publicised as such
 - provides termination or conflict resolution procedures
 - apply information privacy principles of the Information Privacy Act 2000 to all sponsorships.

Acknowledgement

The level of acknowledgement provided to sponsors should be consistent with the level of sponsorship. This acknowledgment must be in a form which can be positively associated with enhancing education outcomes and the public image of the kindergarten must be considered at all times.

While forms of acknowledgement may vary some examples that could be considered include:

- placement of a notice in a format that has the prior approval of the sponsor, for the duration of a sponsored activity or for an agreed period of time

- public display at functions of temporary signage acknowledging the sponsorship
- acknowledgement of the sponsorship in newsletters (e.g. advertisement) or speeches
- a letter of appreciation to the sponsor
- inclusion of a byline, forward or advertisement from the sponsor in the kindergarten's newsletter
- attendance by the sponsor at kindergarten functions and an opportunity for the sponsor to make an address or present an award.
- Acknowledgement does not sanction endorsement of the sponsor, their services or products.
- Newsletter advertising
- Notice Board
- Fun Day supporters bundle – Flyer
- Flyers will not be distributed in the individual pockets outside the kinder rooms.

All enquires to be directed to the Fundraising and Sponsorship Officer. The Executive of the Committee of Management reserves the right to exercise discretion over all sponsorship decisions.

EVALUATION

In order to assess whether the values and purposes of the policy have been achieved, the Approved Provider will:

- regularly seek feedback from everyone affected by the policy regarding its effectiveness
- monitor the implementation, compliance, complaints and incidents in relation to this policy
- keep the policy up to date with current legislation, research, policy and best practice
- revise the policy and procedures as part of the service's policy review cycle, or as required
- notify parents/guardians at least 14 days before making any changes to this policy or its procedures.

AUTHORISATION

This policy was adopted by the Approved Provider of Rowen Street Kindergarten on 13 May 2019.

REVIEW DATE: MAY 2023



Rowen Street Kindergarten Inc.

Inc. Reg. No. A0071127

ABN 74960497579

27 Rowen Street, Glen Iris 3147

Tel/Fax: (03) 9889 7996

Email: fundraising.rowenst@gmail.com

Website: www.rowenstreetkinder.com.au

Dear Sir or Madam:,

Thank you again for your previous generous support of the Rowen Street Kindergarten fun day in 20XX. The day was a great success and helped us to provide a friendly, welcoming and stimulating learning environment for our children supported by the provision of excellent staff, equipment, buildings and grounds and facilitated active family participation.

We are again seeking your help for our fun day, to be held this year on XXDATEXX.

To facilitate a successful Fun Day we are again seeking your support for the following:

Sponsorship

As well as providing general funds used for the purchase or payment of goods and services used at the fair, you or your organisation can choose to sponsor a specific ride, food stall, activity or entertainment event on the day.

Donations

We will be running a silent auction, a sausage sizzle, lucky dips, food stalls, cake stalls and raffles. Donations of goods and/or services would lead to a more profitable event.

Supplies

Each year we need food supplies as well as paint and craft supplies. We also need generators, fridges/eskies and stalls.

The attached document outlines the benefit to you or your organisation from your sponsorship, donation or supply.

We hope that you are able to support our local fundraising efforts again and visit us at the Fun Day on XXXX

Yours sincerely

XXNAMEXX

Fun Day Sponsorship Benefits

Platinum Sponsorship

Available for \$1,000

- **Signage Rights**

The platinum sponsor is entitled to provide appropriate signage on all boards advertising the Fun Day. The platinum sponsor's signage will be more prominent than those of any co-sponsors. Also, your company's name and logo will be placed on all material advertising the Fun Day.

- **Presence**

As a platinum sponsor you will be able to set up a stall at the Fun Day advertising your products and/or services. Arrangements will be considered on an individual basis where products or services will be available for sale at the Fun Day.

- **Company Literature and Giveaway**

As a platinum Fun Day sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway at the Fun Day

- **Acknowledgements**

As a platinum sponsor you will be thanked over loud speaker on the day of the event and your logo/advertisement included in the kindergarten's end of term newsletter for term 4 2012 and Terms 1-3 of 2013. You will also be acknowledged on the website for the kindergarten over the same period.

Gold Sponsorship

Available for \$600

- **Signage Rights**

The gold sponsor is entitled to provide appropriate signage on all boards advertising the Fun Day. Only the platinum sponsor's signage will be more prominent. Also, your company's name and logo will be placed on all material advertising the Fun Day.

- **Company Literature and Giveaway**

As a gold Fun Day sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway at the Fun Day

- **Acknowledgements**

As a gold sponsor you will be thanked over loud speaker on the day of the event and your logo/advertisement included in the kindergarten's end of term newsletter for term 4 2011.

Silver Sponsorship

Available for \$300

- **Signage Rights**

The silver sponsor is entitled to your company's name and logo placed on all material advertising the Fun Day except signage boards.

- **Company Literature and Giveaway**

As a silver sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway at the Fun Day

- **Acknowledgements**

As a silver sponsor your logo/advertisement will be included in the kindergarten's end of term newsletter for term 4 2012.

Sponsorship Levels Comparison

Benefit	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Signage on Fun Day boards	●	●	
Marketing on advertising material for Fun Day	●	●	●
Stall at the Fun Day	●		
Sales at Fun Day	Negotiable		
Distribution of brochure, gift/giveaway at Fun Day	●	●	●
Public announcements on Fun day	●	●	
Advertising in end of term newsletter	4 terms	Term 4 only	Term 4 only
Acknowledgement on our website	●		

Donations

Where you have donated an item for a raffle, silent auction etc your company's name will be included on any material associated with that activity. Where the value of the donated item is over \$300 then you are also entitled to the Silver, Gold or Platinum Sponsorship benefits based on the value of the donated item.

Where you have supplied an item for use only on the day of the Fun Day, acknowledgement will be made next to the item at the Fun Day.

Where discount vouchers or 'buy one get one free' vouchers are donated, the value of the donation will be calculated as 10% of the value of the discount or free item. This assumes that 10% of people receiving the voucher will actually claim it.