

HELIDON STATE SCHOOL P&C SPONSORSHIP POLICY

1. Purpose

The purpose of the sponsorship policy is to provide Helidon State School P&C Association (the fundraising body within the school) guidelines for planning, controlling and delivering a transparent sponsorship policy.

2. Unacceptable Sponsor Organisations would:

- produce products that may be potentially harmful to the health of students, such as tobacco and alcohol. However, temporary marquees for the sale of alcoholic products are acceptable for school fetes, or other events that are targeted at the external community and conform to appropriate legislation and local laws
- have a public reputation that conflicts with values of the department, such as those associated with questionable corporate practices (eg working conditions), or those associated with discriminatory attitudes (eg racist or sexist attitudes)
- be involved in the sex or gaming industry, a political party or religion
- restrict the department or school from handling products or services of a competitor or require the purchase of a product or service from a sponsor
- force the school, students or parents to only purchase from one supplier

3. Unacceptable Sponsorship would:

- be contrary to ethos, values and purpose of the department
- be discriminatory, obscene or degrading
- incite people to commit illegal acts or violate laws
- promote tobacco products, alcohol, drugs, sex industry, gaming or gambling, or religion
- involve politicians, political parties, political organisations and political aspirants
- involve individuals
- promote or condone alcohol consumption or drink driving by young people
- portray violence, undue aggression, and menacing or horrific elements likely to disturb children and young people
- use sexual overtones to advertise products or services or be otherwise objectionable or offensive
- conflict with the core business of the department
- involve an endorsement of products or services
- not be consistent with any existing policies or key strategies of department or Queensland Government
- conflict with events and initiatives of the Queensland Government
- include an unsolicited offer of a gift or benefit, where benefit will only be accrued upon indirect supply of contact details of students, their parents and/or guardians
- compromise privacy including providing personal information about students, parents/guardians, staff or other members of school community to any organisation not authorized to access this information
- involve acceptance of sponsor's products or services as a condition of an individual student's participation in sponsored activities
- be where the school receives a commission or incentive from the sale of an organisation's good or services. This is considered to be a product endorsement.
- promote food or drinks that are not aligned with the intent of [Smart Choices, Healthy Food and Drink Supply Strategy for Queensland School](#).

4. Acceptable Sponsorship Recognition may include:

- Notices, via public media
- Acknowledgment, complimentary advertising or foreword from sponsor in school publications eg newsletter, senior yearbook
- posters or other notices at school
- appropriately placed logo or sponsor message on the school and/or fete website
- letter or certificate of appreciation presented to sponsor
- name or logo on departmental signs or uniforms (eg interschool sport uniform), subject to agreement by the school community and appropriate approval
- sign indicating name and/or logo of sponsor, for the duration of sponsored activity, or for an agreed period of time

- attendance of a representative(s) of sponsor at school functions and opportunity to make an address or present awards at such functions
- acknowledgement in speeches

5. Food and Drinks of minimal nutritional value:

Any sponsorship arrangements in state schools should be consistent with Smart Choices – the [Healthy Food and Drink Supply Strategy for Queensland Schools](#). This includes sponsorship arrangements that involve direct access to food or drinks, the use of vouchers to promote food or drinks, and images, names or logos synonymous with the sale of food or drinks of minimal nutritional value.

6. Responsibility of Helidon State School P&C:

- initially, all potential sponsorship arrangements must be presented to the Executive Committee; a majority of Executive Committee members must vote in a favour of a sponsored organisation to proceed
- all proposals and arrangements to be approved by School Principal
- use the Sponsorship and Fundraising Checklist for Schools and P&C Associations to help assess suitability of sponsorship proposals
- ensure that the process and any final arrangement would withstand critical public scrutiny when negotiating sponsorship
- record all sponsorship agreements and file with the P&C Manager (paid position)
- all sponsorship agreements are evaluated annually
- the Fete Organising Committee may engage in their own sponsorship arrangements for the sole purpose of the Fete. All proposals and arrangements to be approved by School Principal.

7. Supporting Documentation:

The following documents are available on the school website → <https://helidonss.eq.edu.au/our-community/pandc>

- 150th Anniversary Fete Sponsorship Proposal
- Sponsorship Expression of Interest Form
- Sponsorship for schools and P&Cs checklist
- Sponsorship agreement (currently in draft form)

A digital copy of this policy document with active hyperlinks can be found at → <https://helidonss.eq.edu.au/our-community/pandc>