

Sponsorship Checklist for Schools – assessing the appropriateness of incoming sponsorship proposals

Introduction

This checklist is designed to assist schools to assess the appropriateness of incoming sponsorship proposals. The checklist is not a replacement of, or a summary of, the Sponsorship procedure and guideline which should also be referred to in full.

This checklist does not relate to fundraising activities. For information on fundraising please visit the department's [Fundraising policy](#).

Parent and Citizens' Associations can use this checklist for guidance.

Name of Sponsor: _____

Date: _____

Step 1 – Suitability

Please circle 'yes' or 'no' to following questions

1. Has the Principal been consulted and endorsed the proposed sponsorship arrangement?	Yes	No
2. Will this arrangement enhance school program rather than replace core funded activities?	Yes	No
3. Have you ensured that the sponsorship proposal is not from an unacceptable sponsor organisation?	Yes	No
4. Have you checked that the sponsoring organisation is appropriate for a school audience and their promotional, communication or other materials are appropriate for a school audience and not discriminatory, obscene, degrading, use sexual overtones, incite people to commit illegal acts or violate laws.	Yes	No
5. Has the school ensured that the proposal does not include the school receiving incentives or commissions.	Yes	No
6. Has the school ensured that the privacy of students, their parents/carers and staff is not compromised by the initiative?	Yes	No
7. Have you ensured that the proposal: <ul style="list-style-type: none"> • does not involve the school or department 'endorsing' an organisation or individual or an organisation or individuals' products or services? • does not include the use of the school name or letterhead to promote an external product or service? • does not involve students providing personal information in order to access services? 	Yes	No
8. Is it clear in the proposal that: <ul style="list-style-type: none"> • The sponsorship does not require the purchase of products or services and is not part of a procurement process? • The sponsorship does not require staff to provide testimonials? 	Yes	No
9. Is the potential sponsor involved in acceptable activities?	Yes	No

Uncontrolled copy. Refer to the Department of Education Policy and Procedure Register at <http://ppr.qed.qld.gov.au/pp/sponsorship-procedure> to ensure you have the most current version of this document.



10. If arrangement promotes foods and/or drinks, do these products meet requirements of <i>Smart Choices Healthy Food and Drink Supply Strategy for Queensland Schools</i> ?	Yes	No
11. Has the cost to implement the proposal and staff workflow been considered?	Yes	No
12. Have any conflicts of interest been documented and managed in accordance with the Conflict of interest policy and procedure ?	Yes	No
	N/A	
13. Have you ensured the potential sponsoring organisation is not currently tendering for the supply of goods and services to your school?	Yes	No
14. Is your proposed Sponsorship agreement over \$10,000? If yes , have you contacted Procurement Services to conduct due diligence checks to ensure that the Department only deals with ethical suppliers/sponsors?	Yes	No
	Yes	No
15. Have all requirements of the Sponsorship procedure, other applicable policies and procedures and legislative requirements been considered? For example: Proposed sponsorship is in accordance with the provision of Code of Conduct Proposed sponsorship does not involve breach of copyright	Yes	No

If you circled 'yes' or 'N/A' to all questions in Step 1, please proceed to Step 2.

If you circled 'no' to any of the questions in Step 1, then it is **unlikely** that the sponsorship proposal is acceptable, and further work will be required to bring it into line with the Sponsorship procedure.

Step 2 – Referral

To assess whether sponsorship proposal needs to be progressed to Strategic Communication and Engagement, please tick 'yes' or 'no' to following statements.

Would this be a joint sponsorship arrangement with other Queensland Government departments/agencies	Yes	No
Does the proposal involve sponsoring a school or any organisation the department regulates (such as an early childhood provider)	Yes	No
Does the proposal involve arrangements valued at more than \$10 000 (GST exclusive)	Yes	No
Does the proposal have potential to be controversial?	Yes	No
Does the proposal involve a conflict of interest?	Yes	No
Does the proposal involve procurement?	Yes	No
Does the sponsorship require testimonials by school staff?	Yes	No
Does the proposal involve naming rights?	Yes	No
Does the proposal involve a significant event?	Yes	No
Does the proposal have any state-wide implications?	Yes	No
Is the proposal high risk (in terms of activities involved)?	Yes	No

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If you circled 'yes' to any of above statements, sponsorship proposal needs to be referred to Strategic Communication and Engagement for endorsement and approval by the relevant officer.

If you circled 'no' to all of above statements please continue to consider, at school level, the requirements of the Sponsorship procedure.

