



SPONSORSHIP POLICY

Rationale

The School recognises the benefits from developing positive and purposeful partnerships with organisations and businesses to promote and enhance the work of the School. This policy serves to outline the School's understanding of sponsorship and the principles upon which the School is prepared to accept sponsorship from individuals, organisations or businesses.

Definitions

Sponsorship is an investment in either cash or kind, which results in a relationship and benefits for the School and sponsor.

Sponsorship activities include the purchase of rights or benefits, including naming rights, delivered through association with the sponsored organisation's name, products, services or activities. Investment in kind might include an asset, an event, or an activity.

Sponsorship is not to be confused with:

- a grant, including money, goods or benefits, provided for a specified purpose with no expectation of obtaining any rights or benefits
- a donation or bequest that imposes no obligations on the School and offers no rights or benefits
- the sale of advertising space, editorial comment or advertorials

Sponsors can be organisations, businesses or individuals. The activities of sponsors include: their values, products, purposes, or objectives.

Objectives of Sponsorship

- To support the School's strategic vision
- To improve learning opportunities and outcomes for students
- To promote the work of the School within the community

Principles of Sponsorship

The School will consider entering into a sponsorship arrangement where the following principles apply:

- There are clear educational benefits for students;
- The safety and wellbeing of students are maintained;
- The activities of sponsors are consistent with the ethos and objectives of the School;

In receiving sponsorship, the School gives no endorsement of the sponsor, their products or services.

The School will not consider entering into a sponsorship arrangement where:

- The sponsor is known to be financially unsound or does not satisfy Charity Commission guidance for sponsorship and donation to charities;
- The School is restricted from purchasing goods and services freely;
- Pressure is placed on children, families, or other members of the school community to purchase goods or services, subscribe to beliefs or attitudes or pursue a course of action;

Or where the arrangement:

- would conflict with school policy or statutory responsibilities;
- would threaten the identity and integrity of the School;
- provides school staff or trustees with any pecuniary interests;
- involves agencies with inspectorial or regulatory powers over the School;
- does not represent value for money.

The School will not seek or accept offers of sponsorship from any organisation which is felt by the Trustees to be unethical in its marketing, production and investments marketing, including tobacco, alcohol, or from firms whose main business is the provision of fossil fuels.

Sponsorship Approval

Any approval of sponsorship is subject to confirmation the proposal is consistent with the School's principles of sponsorship.

Sponsorship amount	Approval
Up to £5000	Head Teacher, in conjunction with Trustees
Over £5000	A committee comprising the Chair and Vice Chair of Trustees and the Chairs of the Board's standing committees

Appendix 1. Implementation Procedures

All sponsorship and advertising arrangements will be considered on merit and decisions will be made on an individual basis. Sponsorship proposals should have clear objectives, key performance criteria and an evaluation plan.

Review and Authorisations

All offers of sponsorship are referred to the Head Teacher in the first instance. The Development Office will conduct a feasibility study in consultation with the Finance Team in order to make any recommendations to the Head Teacher.

Monitoring and Evaluation

All sponsorship relationships are monitored by the Head Teacher on a six monthly / annual basis.

Appendix 2. Sponsorship Agreement

A sponsorship agreement, developed in collaboration with the sponsor should:

- Set out terms of the sponsorship including the objectives, key performance criteria and evaluation plan;
- Specify that TGS does not endorse the organisation or its products and that the arrangement must not be promoted or publicised as such;
- Specify that the sponsorship agreement does not give the sponsor access to mailing lists;
- Provide termination or conflict resolution procedures;
- Include reporting requirements;
- List the benefits of being a sponsor;
- Consider, where students are involved with sponsorship events, the need for written parent consents.

Appendix 3. Examples of Sponsorship

Sponsorship cash investment would improve the TGS student experience and our outreach projects in the local community, for example:

- Infrastructure: improved science and sports facilities;
- Access: greater access to music and drama;
- Careers guidance: industry talks / lectures and work experience.

Specific examples of what sponsorship include:

- Co-curricular activities and societies;
- Sports teams and PE equipment;
- Music equipment such as instruments;
- Subject related facilities improvements in Science;
- Interdisciplinary programme delivery and HSEE;
- School event sponsorship (Careers Fair, Celebration and Awards, Foundation Day).
- School minibus (purchase of a vehicle and or annual costs of fuel and maintenance).

Appendix 4. Forms of Acknowledgement

The level of acknowledgement provided to sponsors should be consistent with the level of sponsorship and the principles of the sponsorship policy. The acknowledgement should be in a form which can be positively associated with enhancing educational outcomes and it must maintain and enhance the public image of the School.

Forms of acknowledgement may vary and should be determined on the nature and value of the sponsorship. Examples include:

- A letter of appreciation to the sponsor;
- Placement of a plaque or notice in a format that has the prior approval of the sponsor and the School, for the duration of a sponsored activity or for an agreed period;
- Public display at functions or temporary signage acknowledging the sponsorship;
- Acknowledgement of the sponsorship in newsletters (e.g. advertisement) or speeches;
- Inclusion of a by-line, forward or advertisement from the sponsor in a school prospectus, magazine, or other publication;
- Attendance by the sponsor at a school function;
- An opportunity for the sponsor to make an address or present an award at a school function;
- Placement and promotion of web links, publicity, opportunities to network, competitions.

Appendix 5. Sponsorship Review Checklist

- ☐ The sponsorship aligns with school policy
- ☐ The sponsor's activities are consistent with the ethos and values of the School
- ☐ There is no risk of damage to the School's reputation and image
- ☐ A financial viability check has been conducted and there are no potential financial risks identified
- ☐ Legal assurances have been obtained
- ☐ The sponsor has adequate insurance cover
- ☐ There is no conflict of interest and no personal benefits can be received by school staff or Trustees
- ☐ There is a clear 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 the sponsorship
 - ☐ Termination conditions
 - ☐ Evaluation
- ☐ The sponsorship does not imply that the product or service is recommended by the School
- ☐ Privacy of students, their families and school staff are not compromised
- ☐ The relationship between the School and sponsor is transparent and would stand up to public scrutiny and maintain public trust
- ☐ The sponsor has provided details of how the funds are to be spent (at the School's discretion)
- ☐ Acceptance of the sponsor's products or services will not give the sponsor exclusive rights in relation to the School or student activities, nor access to mailing lists
- ☐ Any educational materials provided as part of a sponsorship are clearly identified as those of the sponsor
- ☐ Other corporate connections to the sponsor will not damage the School's reputation and image
- ☐ The sponsorship agreement has been approved by the Head Teacher or Trustees in accordance with the policy
- ☐ The acknowledgement provided to the sponsor is consistent with the level of sponsorship
- ☐ Records are kept in accordance with the policy procedures
- ☐ An evaluation process at the conclusion of the sponsorship has been developed
- ☐ Procedures are agreed for the sponsorship arrangement to be reviewed after sixth months and annually.