

School Sponsorship Fact Sheet

Sponsorship fact sheet

Schools have an opportunity to develop strong relationships with external organisations that can enhance educational outcomes for children and young people and support the achievement of school goals and objectives. Sponsorship arrangements can be one type of relationship that schools enter into with an external organisation.

Schools are able to raise funds for school related purposes and sponsorship is one source of income that DEECD conditionally supports. [The Victorian Government Schools Reference Guide](#) provides information.

Sponsorship is the receipt of funds from an external organisation (the sponsor) in exchange for rights or benefits including naming rights associated with the sponsors' name, products, services or activities. The rights or benefits typically relate to the sponsor's reputation management or communication objectives.

Common sponsorships in schools can include:

- Financial and in-kind support for school fetes. (Financial or in-kind contribution to a school fete in return for signage at the fete or on the school fence during the fete)
- Sponsorship to fund development and maintenance of school websites. (Provision of a free website in return for the opportunity for the company to sell advertising space on the website to external companies)
- Sponsorship spots at the end of school newsletters or along school fences. (Financial or in-kind contribution to the school for the purchase of equipment or resources in return for promotion of the organisation in the school newsletter)

A Sponsorship does not include:

- A grant, including money, goods or other benefits provided to the school for a specified purpose, but with no expectations of attaining rights and benefits of the kind outlined above.
- A bequest that has no obligations on the school and offers little or no rights or benefits to the provider.
- The sale of advertising space, editorial comment or advertorials.

Schools that engage in a Sponsorship must comply with the DEECD policies related to sponsorships, some of which require the following considerations and actions:

- A school must not engage in a sponsorship that involves political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol and organisations involved in offensive or inappropriate activity
- When arranging a sponsorship schools must request a sponsorship proposal, the proposal should have clear objectives, key performance criteria and an evaluation plan
- Schools must have a sponsorship agreement
- Schools must record incoming sponsorship funds in Cases21.

Further detail on each of these requirements and others can be found in the Sponsorship Guidelines in [The Victorian Government Schools Reference Guide](#).

The Sponsorship Guidelines provide comprehensive advice for schools planning to work with sponsor organisations. This includes a set of principles for schools and their sponsor organisations, instruction on arranging sponsorships, checklists and templates.

