



Sponsorship Guidelines and Procedure Policy

Approved by: Non-Statutory

Date: June 2024

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Next review due by: June 2026

Introduction

This guidance should be used by the school and the BHSA when seeking sponsorship. It is the responsibility of governors, including the head teacher, to monitor the implementation of this guidance.

What Forms Can Commercial Sponsorship Take?

Commercial sponsorship may take on the form of: financial sponsorship, in-kind sponsorship or promotions.

- Financial sponsorship is the clearest sponsorship arrangement. In this case, sponsors will provide the school with cash resources to meet a stated aim.
- In-kind sponsorship can vary significantly. An example of in-kind sponsorship would be where a company has provided prizes for an event where the company has been allowed to advertise their product.

Identifying and Validating Potential Sponsorship Partners

There are three key questions which we must consider in relationship to sponsorship:

- 1) Does this sponsorship in any way undermine school values or objectives?
- 2) What kind of profile or other benefits are we offering in return for sponsorship?
- 3) Would the governors or staff be embarrassed or compromised if the sponsorship was publicised locally or nationally?

Belmont Values and Sponsorship Principles

Sponsorship agreements must never undermine Belmont values and objectives. This means we will not enter in to sponsorship agreements with companies who do not support the general school ethos, or our specific aims and values.

- Commercial sponsorship must not undermine our Healthy Schools objectives. There are specific rules surrounding the marketing of food and drink to children. Under the British Code of Advertising, Sales Promotion and Direct Marketing, commercial sponsorship;
 - must not lead to the advertising or promotion of alcohol to under 18s; and
 - must not lead to the advertising or promotion of products to under 16s that are high in fat, saturated fat, salt or sugar.
- The Tobacco Advertising and Promotion Act 2002 prohibits the advertising, promotion and sponsorship of tobacco products. This comprehensive ban means it is illegal to enter into any agreement with a tobacco company or any other company which would promote a tobacco product, including products relating to vaping.
- We will not accept funding from companies marketing age-restricted products.

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- We are an inclusive school and as such will not accept sponsorship which runs against our Equality and Cohesion policy.
- We will not accept funding from companies who have or are associated with extreme political, racial or religious views or who are known to have unethical production practices.
- We will not accept funding from a company which uses explicit sexual advertising or promotes gender stereotypes or violence through its advertising.
- We will not accept funding from Independent Schools or companies offering private academic tutoring.
- Any commercial sponsorship should be used for additions or improvements, not for funding core services such as teaching.
- Where commercial sponsors are providing educational materials or activities (e.g. workshops), these must support the curriculum and provide added value to children's learning.
- Overall the benefits to pupils should outweigh the costs (e.g. the impact on staff time or on-going maintenance cost for new equipment).

Exposure for Sponsors

There are specific rules covering advertising to children. Any marketing activity in return for sponsorship must be appropriate and proportionate and take in to consideration the end users:

- a) Children: i.e. for the benefit of children, use by children or where children take the lead whether curricular or extended school opportunities e.g. performances, exhibitions, discos, sports kit, play equipment.
- b) Families: i.e. through peripheral events/activities: where children use or have access to items or participate in the events e.g. school fairs, calendars, etc.
- c) Adults: i.e. through primarily social events: where no children are present e.g. quizzes, prizes at adult only evenings.

Some specific guidance is outlined below but it is envisaged that each opportunity will need to be reviewed against this guidance.

- Marketing must not directly state that the school endorses the company or product.
- Sponsorship profiling or advertising in any form must be aimed at parents, not children.
- Children will not be given free samples or used as messengers, e.g. through leaflets in the school bag, except for school or extended school opportunities such as after-school clubs or holiday provision.
- We will not agree to any form of company logo, advertisement or other kind of promotion in the classroom, on curriculum materials or on school uniform. However, we would consider a discreet reference (not logo) to a company, trust or charity donation which funded equipment
- We recognise the need to say thank you and will do so as appropriate.
- We will not accept funding which requires us in exchange to purchase specific curriculum materials, equipment etc. from that company.
- Company sponsorship of BHSA / school social events, targeting adults only, can be considered on an ad hoc basis as they arise, again based on suitability and fit with this guidance.

Procedures for Seeking and Agreeing Sponsorship

- Sponsorship agreements should be agreed in writing, making the expectations of both parties clear.
- The written agreement should be proportionate; for small commercial sponsorship arrangements an exchange of letters / emails may be enough.
- Sponsorship, the value of which exceeds £500, should be checked with the School Business Manager before being agreed.