

Sponsorship Guidelines

Applicability

These guidelines apply to all TAFE NSW Institutes (colleges and campuses), regions, schools and State office directorates.

Sponsorship activities do not include gifts, donations, promotional activities, fundraising or advertising. Complementary [Commercial Arrangements – School Based Activities policy and guidelines](#) have been developed for these types of activities.

Definition of Sponsorship

There are many definitions of 'Sponsorship'. For the purpose of the Department's policy, the NSW Independent Commission against Corruption's definition (May 2006) has been adopted:

Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in kind to support an activity in return for certain specified benefits.

Sponsorship can be provided by the corporate sector or private individuals, in support of a public sector activity or by the public sector in support of related and worthwhile private or public sector activities. Sponsorship does not include the selling of advertising space, joint ventures, consultancies, grants or unconditional gifts, donations, bequests or endowments.

Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.

Sponsorship arrangements are based on a relationship which involves a distinct two-way return of benefits e.g. Institute, school or region receives cash or value-in-kind, in return for providing an agreed suite of benefits.

Sponsorship Principles

The following Sponsorship Principles for the Department should be taken into account when assessing potential sponsorship arrangements:

1. The Department supports appropriate relationships with organisations, individuals, business and other government agencies in relation to sponsorship arrangements. These arrangements must be consistent with the corporate principles, vision and goals for public education in NSW and derive benefits for the education of students and support of teachers.
2. Sponsorship can be used to enhance educational programs and must not displace any government or other current provision on which NSW public schools, TAFE NSW colleges and the Department depends.
3. Sponsorship programs and/or activities should contribute, either directly or indirectly, to the quality of student learning.
4. The sponsorship must not compromise the professional standards and ethics of teachers, nor limit academic debate.
5. All sponsorships must be formalised through written agreements that clearly outline the benefits for all parties, the duration of the sponsorship and termination conditions.

Department of Education & Training

6. Sponsorships must not infer or involve the endorsement of products or services by the Department, employees or students.
7. Sponsorships should be reported on in accordance with DET financial reporting procedures.
8. Sponsorships may only be negotiated with reputable organisations whose public image, products and services are consistent with the principles, vision and goals of the Department.
9. Sponsorships should generally be sought by striving to maintain an open approach that provides equality of opportunity to would-be sponsors to maximise awareness of sponsorship opportunities.
10. Sponsor benefits should be commensurate with the level of sponsorship.
11. Staff approving sponsorship agreements must ensure that the capacity exists to deliver the agreed sponsor benefits.
12. Any goods and/or services which are provided as part of a sponsorship agreement are to be valued at the retail cost of purchase.
13. No employee of the Department is to receive a personal benefit from a sponsorship.
14. Sponsorships should align with Departmental policies e.g. Fresh Tastes NSW Healthy School Canteen Strategy.
15. Sponsorship agreements must include a provision for those students, families, teachers or staff who do not wish to participate.
16. Sponsorship agreements must not expose the Department to any financial, legal or other risks that are disproportionate to the nature and extent of the sponsorship.
17. Final control over the conduct of participating personnel and students in sponsorship activities must rest with the Department.

Seeking Sponsorship

Sponsorships should generally be sought by selecting the most open strategy that is appropriate for the particular circumstances such as calling expressions of interest or using other broadly based mechanisms to maximise awareness of sponsorship opportunities.

Sponsor benefits should be negotiated in consideration of the level of sponsorship and benefits provided.

When approving sponsorship agreements all parties involved need to ensure that the Department can deliver the agreed sponsor benefits.

Suitability of Organisations

Reputable organisations whose public image, products and services are consistent with the principles, vision and goals of the Department.

- When examining the appropriateness of an organisation as a sponsor, consideration

Department of Education & Training

must be given to:

- the type of products or services the organisation markets
- the marketing methods the organisation employs
- the impact its products and processing have on issues such as the environment
- its public image as an employer being acceptable to the community
- the capacity of the sponsor to deliver the agreed benefits.

When assessing the suitability of potential sponsor organisations for schools, consideration must be given to other relevant policies such as [Fresh Tastes NSW Healthy School Canteen Strategy](#). See Other Relevant Documents at the end of these guidelines.

- Where doubt exists as to the suitability of an organisation, sponsorship negotiations should not proceed until advice has been received from the Strategic Initiatives Directorate (for the Schools portfolio) and/or Corporate Marketing Directorate for other areas of the Department.
- Any company whose name is synonymous with the manufacture or sale of goods and services which would be inappropriate for students (such as tobacco products) are not regarded as an appropriate sponsor organisation.

Consultation

Schools

School Principals should ensure that relevant school community bodies (where they exist) and relevant School Education Directors are consulted about proposed sponsorship arrangements and activities.

TAFE NSW

TAFE NSW staff should consult with their Institute Director and if necessary, DET Corporate Marketing as to the appropriateness of any sponsorship.

Acknowledgement

The extent of acknowledgment provided to sponsors should be consistent with the level of sponsorship. This acknowledgment must be in a form which can be positively associated with public education without causing community concern.

Sponsor acknowledgement in the form of naming rights – events, equipment, materials or facilities, for example “*The Wonderproduct Sports Carnival*” can only be granted by the relevant Deputy Director-General for state-wide rights/activities or the Regional Director / Institute Director for regional or Institute rights / activities.

While forms of acknowledgement may vary, some examples that could be considered include:

Department of Education & Training

- placement of a plaque/sign with the name/and/or logo of the sponsor, in a format that has the prior approval of the sponsor, for the duration of a sponsored activity or for an agreed period of time
- attendance by the sponsor at functions such as concerts, dinners or presentation nights and the opportunity to make an appropriate address or present awards at such functions
- public display at functions of **temporary** signage acknowledging the sponsorship
- acknowledgment of the sponsorship in newsletters and speeches
- a letter of appreciation to the sponsor
- appropriate editorial material, or a by-line or foreword from the sponsor in relevant departmental publications.

Endorsement

Although sponsorship arrangements may offer exposure of the sponsor's corporate logo or name, they must not involve or infer the endorsement of products or services by the Department, employees or students.

Acceptance or use of the sponsor's product or service must not be made a condition for student or teacher participation in the sponsored activities or program.

The sponsorship does not place any pressure on students, parents or Departmental staff to purchase particular products or services or to adopt particular beliefs, attitudes or course of action.

Websites

A sponsor may ask for a logo to be placed on a departmental website as a benefit of a sponsorship agreement. Consider using the sponsoring organisation or business name rather than a logo. Where a clickable logo is used care needs to be taken that the underlying link clicks through to the sponsor organisation.

Related Section - ***Suitability of Organisations, Logo Usage***

Signage

Any provision for exterior or interior sponsor signage, as part of a sponsorship agreement, must conform to acceptable standards and be formally endorsed by the relevant School Education Director, Regional Director, Institute Director, or Deputy Director-General if applicable to more than one region/Institute, prior to inclusion in any sponsorship agreement.

Where doubt exists as to the appropriateness of exterior sponsor signage, sponsorship negotiations should not proceed until advice has been received from the relevant School Education Director and Regional or Institute Directors in consultation with the relevant Deputy Director-General.

Related section – ***Suitability of Organisations.***

Logo Usage

The application of a sponsor's name, trademark, logo or symbol must conform to DET /TAFE corporate guidelines. Sponsors' names, trademarks, logos or symbols shall not be displayed on uniforms ordinarily worn by students. Company promotional slogans may only be used in connection with a Departmental activity when they are an integral part of the registered trademark of the sponsoring company.

The logos of the Department, TAFE NSW and/or school/college logo should be prominently displayed in conjunction with any corporate logo used at an activity, on any printed material or other permitted items related to the sponsorship.

No corporate logo should be larger in area than any Department logo.

Refer to [TAFE NSW Identity Guidelines](#) (intranet only) and [DET Corporate Identity guidelines](#) (intranet only) for more information.

Related section – ***Suitability of Organisations.***

Finance

All monies, goods or services received by schools or other areas of the Department from sponsorship activities must be treated in accordance with the policies and procedures laid down in the *Public Finance and Audit Act*, the Treasurer's Directions, and Department of Education and Training Financial Management Manuals.

Revenue obtained from sponsorship arrangements can be either cash or provided as budget relief. In some circumstances organisations can provide products or services which are value-in-kind (VIK). ICAC notes that agencies should be careful not to accept a sponsor's products simply because they are offered free of charge: this could result in implicit endorsement of a sub-standard product. The agency should ensure the product is of the type and quality that it requires before it agrees to accept sponsorship.

Goods and/or services which are included in a sponsorship agreement as either budget relief or value-in-kind are to be valued at the retail cost of purchase.

The sponsorship should not expose the Department to any financial, legal or other risks that are disproportionate to the nature and extent of the sponsorship.

Written Agreements

Sponsorships are formal agreements which must be based on either written contracts or an exchange of letters – depending upon the size of the agreement.

Written agreement must be reached with the sponsor about the extent and form of acknowledgment which the Department can reasonably give in return for sponsorship.

Each sponsorship agreement should be made for a specific period of time. Termination conditions allowing either party to withdraw from the arrangement must also be included.

The sponsorship agreement should clearly outline the benefits and commitments for all parties.

The sponsorship agreement may include a provision for those students/teachers who do not
Corporate Marketing Directorate 02 9561 8075

Department of Education & Training

wish to participate in the sponsored activity.

Copies of agreements should be available for audit purposes.

The Department's Legal Services Directorate should be consulted about sponsorship contract enquires where the value of the sponsorship is \$10,000 or more. The Directorate provides templates that may be adapted to specific needs. Where the value of a sponsorship is less than \$10,000, the [Sponsorship Agreement proforma](#) (Intranet only) should be used. Final contracts should always be approved by Legal Services.

Reporting Requirements

Standard financial and annual reporting requirements apply to sponsorship arrangements.

For further information, contact Finance Directorate.

Responsibilities and Delegations

In accordance with ICAC principle 10, all sponsorship arrangements should be approved by the agency's Chief Executive Officer or another designated senior officer. See Other Relevant Documents at the end of these guidelines.

Department officers who approve sponsorship arrangements must ensure that the principles contained in the policy and guidelines are abided by.

[DET financial delegations](#) (intranet only) apply.

Who can approve sponsorship agreements?

School Principals after consultation with relevant school community bodies (where they exist), where the sponsorship arrangement involves a single school and is in line with the Principal's financial delegation.

School Education Directors where the sponsorship arrangement involves a group of schools within a school education group and is in line with the School Education Director's financial delegation.

Regional Directors where the sponsorship involves a regionally based activity or several school education groups and is in line with the Regional Director's financial delegation.

TAFE College/Campus Directors where the sponsorship involves a single college/campus and is in line with the College/Campus Director's financial delegation.

Institute Director where the sponsorship involves more than one college/campus and is in line with the Institute Director's financial delegation.

State Office Directors where the sponsorship involves a State Office Directorate and/or Unit and is in line with the State Office Director's financial delegation.

Deputy Director-General where the sponsorship involves a state-wide activity and is above a Regional Director's or Institute Director's financial delegation.

Implementation

The policy and guidelines take effect from 1 July 2009. Where it is not contractually possible for existing arrangements to comply from this date, they must be made compliant within 12 months.

Complementary policy and guidelines have been developed for other commercial type arrangements in schools, [Commercial Arrangements – School Based Activities policy and guidelines](#).

Monitoring and Evaluation

Corporate Marketing will facilitate an annual review of this policy and report on its implementation.

The annual review will focus on sponsorship and gather information about any sponsored activities that have a sponsorship value of \$10 000 or more, including in-kind contributions, and/or have a significant impact on the Department's public image. The review will collate information on:

- Department entity responsible for managing the arrangement
- Name of contact officer
- Names of sponsoring organisations
- Value of sponsorships in financial terms for both monetary and in-kind contributions
- Contractual parties contact details
- Key contractual arrangements – main benefits to the sponsor and the Department, duration of arrangement, any exclusivity and other significant arrangements.

Corporate Marketing will monitor significant sponsorship arrangements for the purposes of noting:

- who are the department's major sponsors
- what are our relationships with them
- individual and multiple relationships with organisations
- advising relevant Department staff of any existing known arrangements with organisations they may be engaging as sponsors
- ensuring that there are no unnecessary replications of sponsorship arrangements.

Further Information

For further information relating to the policy or guidelines, contact the Director, Corporate Marketing on 9561-8075 or via email at janet.stewart@det.nsw.edu.au

For further information relating to school-based sponsorships, contact the Manger, Specialist Programs or email noel.clancy@det.nsw.edu.au.

Other Relevant Documents

[Commercial Arrangements – School Based Activities policy and guidelines](#).

[DET Code of Conduct](#)

[Freedom of Information Policy and Guidelines](#)

Department of Education & Training

[Sponsorship in the public sector \(ICAC, 2006\)](#)

[Government Advertising Guidelines:](#)

[Trade Practices Act 1974, Part IV, anti-competitive practices](#)

[National Code on Commercial Sponsorship and Promotion in School Education \(1992\),](#)

[Ministerial Council on Education, Employment, Training and Youth Affairs](#)

[Fresh Tastes NSW Healthy School Canteen Strategy](#)

[TAFE NSW Identity Guidelines](#) (Intranet only)

[Sponsorship Agreement proforma](#) (Intranet only)

[Sponsorship and Commercial Activities FAQs](#) (Intranet only)