



FRENCHS FOREST PUBLIC SCHOOL PARENTS & CITIZENS' ASSOCIATION

ANN STREET, FRENCHS FOREST NSW 2086
T 02 9451 6353 F 02 9975 3082 E ffpspandc@gmail.com
ABN 70 484 184 811

Adopted at the meeting of Frenchs Forest P&C, 18 June 2018

Frenchs Forest Public School P&C Sponsorship - Policy

POLICY SCOPE

Frenchs Forest Public School P&C (P&C) is committed to supporting Frenchs Forest Public School (FFPS) through its fundraising activities and has developed this Sponsorship Policy to ensure transparency and fairness in its dealings with the community.

Frenchs Forest Public School P&C recognises that the government has responsibility for funding our state system of school education. At the same time, the P&C recognises that many valuable educational initiatives will not be funded from government monies.

Therefore, the P&C and the school community need to raise additional funds to maintain and improve the school's educational programs.

The school already benefits from the generosity of the school community including our local businesses and organisations: through raising funds, making donations and providing resources and services to the school. These activities have been important in bringing the school and the wider community together.

The P&C recognises the desirability of attracting support from organisations and individuals in order to fund particular school functions, equipment and activities.

Definition – Sponsorship

Sponsorships are generally not entirely philanthropic in nature. Whilst sponsorship arrangements are intended to help support the P&C, they are also based on a distinct two-way return of benefits between the sponsor and the P&C. In return for their support, sponsors generally ask for opportunities to promote their business, such as displaying a banner at an event, flyers on tables, their logo on display etc – in addition to a 'Thank you' on Facebook, a certificate of thanks and acknowledgement in the newsletter.

The P&C may accept financial and non-financial contributions as sponsorship (such as in-kind contributions of goods or services).

Sponsorship arrangements are more likely to be entered into with organisations and businesses that:

- Have a presence in the Northern Beaches community;
- Have an affiliation with FFPS in some way;
- Seek to market themselves to the parents and carers of children at FFPS (ie not directly to the children).



FRENCHS FOREST PUBLIC SCHOOL PARENTS & CITIZENS' ASSOCIATION

ANN STREET, FRENCHS FOREST NSW 2086
T 02 9451 6353 F 02 9975 3082 E ffpspandc@gmail.com
ABN 70 484 184 811

Adopted at the meeting of Frenchs Forest P&C, 18 June 2018

POLICY INTENTION

Guidelines – Sponsorship

Frenchs Forest Public School P&C will determine sponsorship arrangements on a case-by-case basis.

The P&C will *not* engage sponsorship that:

- Places undue pressure on students, parents or school to purchase particular products or services, or to accept particular beliefs, attitudes or courses of action.
- Compromises the school's policies, programs or strategies through acceptance of resources.
- Links the school with commercial enterprises in a way that would compromise the image of a public institution.
- Changes the name of the school, or school event to incorporate the name of a sponsor.
- Includes the name of a commercial enterprise on school stationery or the sign indicating the name of the school.
- Endorses the sponsor's services or products. **This includes declining requests to the FFPS P&C Facebook page to 'like' and 'follow' donors' social media accounts.*
- Requires disclosure of names or addresses held by the school to an external organisation as a benefit of sponsorship, unless the individual's consent is sought.
- Involves organisations involved in offensive or inappropriate activity.
- Engages in an activity aimed at delivering or replacing core Department or school services.
- Requires the Department to directly endorse or promote its products and/or services

It is the right of the P&C to cease any sponsorship arrangement at any time if any of the guidelines are breached or if the interests of the school or children are compromised.

PROCESS FOR REQUESTING/OBTAINING SPONSORSHIPS

All sponsorship arrangements

- a. Must be formalised through a written agreement. Potential sponsors must read and sign the *FFPS P&C Sponsorship Agreement Form (attached)*;
- b. Will be for a defined period of time (not to exceed two (2) years);
- c. Will not give a sponsor exclusive rights in relation to school or student activity, or restrict the activity of the P&C in any way;
- d. Will not be conditional upon the acceptance or purchase of products or services;
- e. Must comply with all relevant privacy obligations of FPPS and the P&C for students, parents, carers and staff;
- g. Must be reviewed by the P&C Executive in consultation with the Principal and approved by the P&C membership.



FRENCHS FOREST PUBLIC SCHOOL PARENTS & CITIZENS' ASSOCIATION

ANN STREET, FRENCHS FOREST NSW 2086
T 02 9451 6353 F 02 9975 3082 E ffpspandc@gmail.com
ABN 70 484 184 811

Adopted at the meeting of Frenchs Forest P&C, 18 June 2018

Documenting sponsorship contributions and arrangements

All sponsorship contributions and arrangements should be properly documented at a P&C meeting, in the financial records and minutes.

Acknowledgement of sponsorship contributions

Frenchs Forest Public School P&C is eager to publicly acknowledge our appreciation of organisations or individuals who make substantial contributions the school.

This acknowledgment could take one or more of the following forms:

- Acknowledgement and thanks in the Forest Focus.
- Acknowledgement and thanks on the school's social media channels.
- A letter of thanks and certificate to the organisation or individual.
- Minuting at a P&C meeting.

EXCEPTION CASES AND REVIEW

In the event that this policy is not believed to adequately cater for a certain situation, exceptions to this policy can be sought. The Principal will liaise with the P&C Executive to seek approval or raise at an ordinary general P&C meeting.



FRENCHS FOREST PUBLIC SCHOOL PARENTS & CITIZENS' ASSOCIATION

ANN STREET, FRENCHS FOREST NSW 2086
T 02 9451 6353 F 02 9975 3082 E ffpspandc@gmail.com
ABN 70 484 184 811

Adopted at the meeting of Frenchs Forest P&C, 18 June 2018

Frenchs Forest Public School P&C - Sponsorship Agreement Form

1. Sponsor Details	
i. Organisation/Business Name:	
ii. Contact Details:	
iii. Sponsorship event, activity or product:	
iv. Date/s period of sponsorship (not to exceed two (2) years):	
2. Entitlements and Benefits (tick all that are relevant) [at the discretion of the P&C]	
<p>Gifts under \$500:</p> <p><input type="checkbox"/> Acknowledgement and thanks as sponsor on the Frenchs Forest Public School P&C Facebook page (one week prior to event).</p> <p><input type="checkbox"/> Acknowledgement as a sponsor to the school community via the school newsletter (one week prior to event).</p> <p><input type="checkbox"/> A letter of thanks and certificate to the organisation or individual.</p> <p>Gifts over \$500:</p> <p><input type="checkbox"/> The opportunity to display your business' banner/signage at the [EVENT/ACTIVITY].</p> <p><input type="checkbox"/> Listing of business name and logo as a sponsor of the [EVENT/ACTIVITY] in pre-event marketing.</p> <p><input type="checkbox"/> Acknowledgement and thanks as sponsor on the Frenchs Forest Public School P&C Facebook page (one week prior and one week post-event).</p> <p><input type="checkbox"/> Acknowledgement as a sponsor to the school community via the school newsletter (one week prior and one week post-event).</p> <p><input type="checkbox"/> Acknowledgement of your support by the MC [if applicable], at the event.</p> <p><input type="checkbox"/> The opportunity to leave marketing material at event, eg. flyers on tables. Material to be provided by sponsor one week prior to event.</p> <p><input type="checkbox"/> A complimentary ticket to the event (if applicable * <i>at the discretion of the P&C Fundraising Coordinator/s</i>)</p>	
3. Payment Details and Terms (if a financial gift)	
Amount (excluding GST):	
Payment date:	
Payment method: Bank transfer/EFT; Cash; cheque	
4. Authorisation:	
Frenchs Forest Public School Principal, Gail Smith Signature: Date:	Sponsor name: Signature: Date:
Please return the completed signed form to: Frenchs Forest Public School P&C Fundraising Convenors at email: ffpspandcfundraising@gmail.com	