



TALBOT HEATH SCHOOL “Honour Before Honours”

PRIVATE AND COMMERCIAL SPONSORSHIP POLICY

Date adopted: 16th January 2024

Date for next adoption: Spring Term 2025

Reviewed by: F&R Committee

Introduction

1. Definition

The International Chamber of Commerce defines sponsorship as:

“Any commercial agreement by which a sponsor, for the mutual benefit of the sponsored party, provides financing or other support in order to establish an association between the sponsor’s image, brand or product and a sponsorship property in return for rights to promote this association and/or for the granting of certain agreed direct or indirect benefits”.

2. The arrangement

Sponsorship is a business arrangement where the sponsor can legitimately expect to benefit, usually by taking advantage of marketing opportunities as part of the sponsorship arrangement. Organisations are well aware of the benefits to be had from good community and public relations as a result of being involved with successful local events. As such, many are willing to consider requests for sponsorship of educational activities. The key to a successful sponsorship arrangement is that it must benefit both the sponsor and the sponsored (i.e. the school).

3. Ethical concerns

Concern is raised when sponsorship may lead to marketing directly to children. At Talbot Heath we shall ensure that commercial sponsorship is in keeping with the ethos of the school and does not:

- i) lead to inappropriate marketing to children and young people;
- ii) result in any educational resources provided being biased; or
- iii) encourage parents to shop for a particular brand.

At Talbot Heath the approach to potential sponsors is delegated to the Headteacher following consultation with the Governing Body.

Commercial Sponsorship

Commercial sponsorship can take the form of:

- i) financial sponsorship;
- ii) in-kind or indirect sponsorship;
- iii) promotions

1. Financial Sponsorship

In its simplest form, sponsors will provide school with cash resources in order to meet a stated aim e.g. an open day. In exchange, the business will be able to advertise at the event i.e. on a programme or banner; the form that the advertising takes will need the Headteacher’s consent. Financial sponsorship could also be sourced for:

- a series of events e.g. a concert tour or drama festival;
- the underwriting of financial loss on an event/series of events;
- to cover travel expenses/special clothing/equipment;
- the commissioning of plays, musical works or works of art;
- meeting the fees for conductors/directors/trainers of exceptional ability to work with teachers and pupils;
- financial support on a continuing basis to supplement a county activity e.g. through the organisation of a “Friends of” support group;

- the purchase of advertising space in programmes/brochures and
- contributions towards building projects.

2. In-kind or Indirect Sponsorship

This varies considerably. It might include:

- the direct provision of resources where a company provides educational materials such as free software, books or posters (e.g. money management resources from a bank or resources on climate change from a fuel company).
- prizes at events where the company is able to advertise their product or services or
- the printing of leaflets, catering, technical help and advice.

3. Promotions

The most common forms would be:

- *Voucher schemes*: the school collect vouchers by purchasing a company's product(s) e.g. from supermarkets. These are then exchanged for items such as books, computers or PE equipment.
- *Loyalty/reward schemes*: the school collect points which can then be exchanged for goods or products that are part of the scheme.

Important notes

- If the Governing Body allows the sponsor to use the school kitchens, the Catering Manager must be informed to ensure that stocks of food etc are safeguarded when the hirer is using the kitchen. Depending on the function for which the kitchen is being used, it may be appropriate to ask a member of the kitchen staff to be present for the duration of the function to ensure that the hirer has put in place safe working practices and to ensure that the premises are left in a clean and hygienic condition.
- Copyright regulations should be checked for any public performances of music or drama whenever sponsorship is used for the commissioning of specific works.
- The Director of Finance should ensure that all income due from sponsors is collected at the earliest opportunity and banked in the account designated for fund-raising purposes. To avoid any disputes and loss of income, the basis and terms of the sponsorship will be agreed, in writing, in advance of the event or activity.

Costs and Benefits to the school of Commercial Sponsorship

The following table lays out some of the costs and benefits of commercial sponsorship:

	Potential Benefits	Potential Costs
Pupils and parents	<ul style="list-style-type: none"> • Improved resources in school • Improved understanding of private business • Better links with local businesses and employers • Improved careers' education 	<ul style="list-style-type: none"> • Undue influence on consumer behaviour • Potential for impact on vulnerable consumers • Receiving conflicting messages e.g. on healthy eating • "Pester power"
School	<ul style="list-style-type: none"> • Better links with local businesses and employers • Improved resources for teaching and learning • Providing added value • More opportunity for extending the curriculum • Increased opportunity for learning in real life contexts 	<ul style="list-style-type: none"> • Undermining some aspects of education e.g. healthy eating • Negative media coverage • Hidden costs e.g. insurance and VAT • Limited choice of resources • Feeling indebted to the company

Sponsors	<ul style="list-style-type: none"> • Enhanced image and reputation • Ability to inspire young people and encourage them into careers in their particular field • Increase sales and customer loyalty 	<ul style="list-style-type: none"> • Negative media coverage • Success/benefits often dependent on the performance of the school e.g. event management
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Who makes the decision about potential sponsors?

The Governing Body, with the Headteacher, will weigh up the costs and benefits of any proposed sponsorship, before proceeding, as they will be linking their name and goodwill with that of the sponsors. It is important to bear this in mind when deciding whether or not to accept sponsorship from a particular source.

The school's approach

Talbot Heath School has a clear approach to sponsorship in terms of co-ordination, monitoring and evaluation so as to minimise potential costs and risks to the school. To this end a Development Manager has been appointed to lead a Development Team.

Minimising risk

- i) Written agreements or an exchange of letters will always be used to ensure that both sides are clear about the extent and limitations of the sponsorship relationship. The school will take particular care to clarify, from the outset, exactly what the sponsor expects to gain from the arrangement.
- ii) Each sponsorship will be evaluated at the conclusion of the arrangement to identify what went well and what did not work so well, so that such areas can be addressed at the start of any future sponsorship planning.

Principles of Commercial Sponsorship in Schools

Talbot Heath School will adopt the following principles when considering commercial sponsorship.

- A) The benefits to pupils will outweigh the costs bearing in mind:
 - the hidden costs e.g. impact on staff time;
 - any insurance or VAT requirements and
 - any on-going maintenance/licencing costs of equipment provided by the sponsor.
- B) Commercial sponsorship will not undermine health promotion.
 - The British Code of Advertising, Sales Promotion and Direct Marketing (CAP Code) states that commercial sponsorship must not lead to advertising or promotion of alcohol to under 18s, or products to under 16s that are high in fat, saturated fat, salt and sugar.
 - The Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks states that sponsorship by alcohol companies is not appropriate if those under 18 make up more than 25% of the participants, audience or spectators.
 - The Tobacco Advertising and Promotion Act 2002 prohibits the advertising, promotion and sponsorship of tobacco products and it is illegal to enter into any agreement with a tobacco company or any company that would promote a tobacco product.
- C) Extra care will be taken because sponsorship in schools leads to marketing to children and young people.
 - The Consumer Protection from Unfair Trading Regulations 2008 bans the direct encouragement of under 16s to buy advertised products or to persuade their parents/carers/other adults to buy them (Pester Power).
 - The CAP Code also prohibits any commercial sponsorship that leads to the advertising or promotion of products or services that are likely to result in physical, mental or moral harm to children, or which could be seen to exploit their vulnerability or lack of experience.

D) Marketing activity will be proportionate.

- By ensuring that commercial sponsorship is open to more than one potential sponsor, the school is reducing the impact of marketing messages by showing that it is not biased towards one sponsor over another.
- Marketing will not directly state that the school endorses a particular company or product.
- Any marketing over and above basis publicity in a programme or brochure, e.g. the display of advertising material at the event, will be done discreetly. Further, it will not have the effect of identifying one event mainly with the sponsoring organisation rather than the school.
- Sponsor logos will be small and will never be larger or more prominent than the school logo or name.
- Explicit sales messages will be avoided, e.g. "Number one in our field".
- Sponsors will not be allowed to make claims that their product is superior to others on the market.
- Information will not suggest that the sponsor is the only supplier of a particular product.

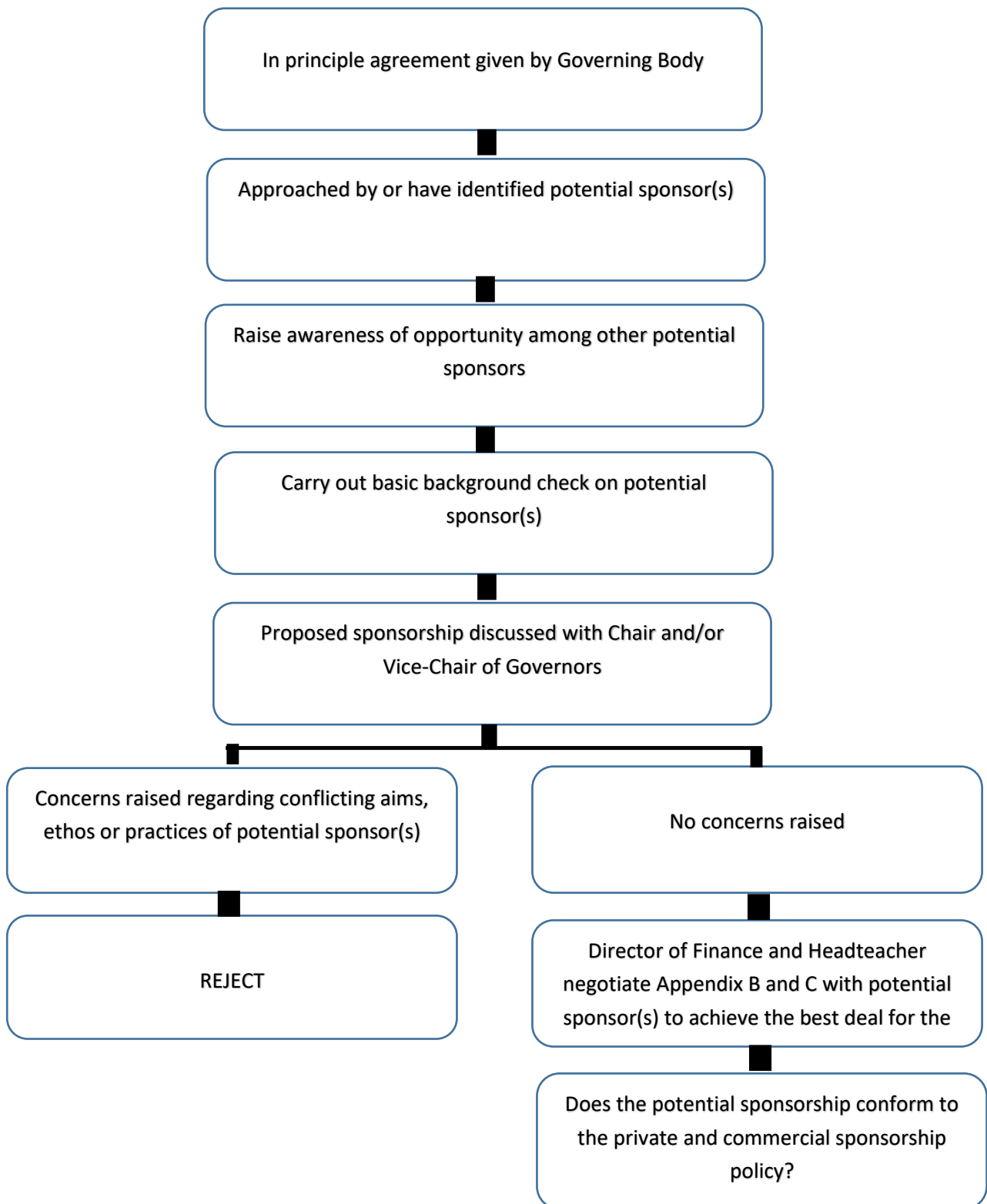
E) Commercial sponsorship will be used for additions or improvements, not for funding core things such as staff salaries.

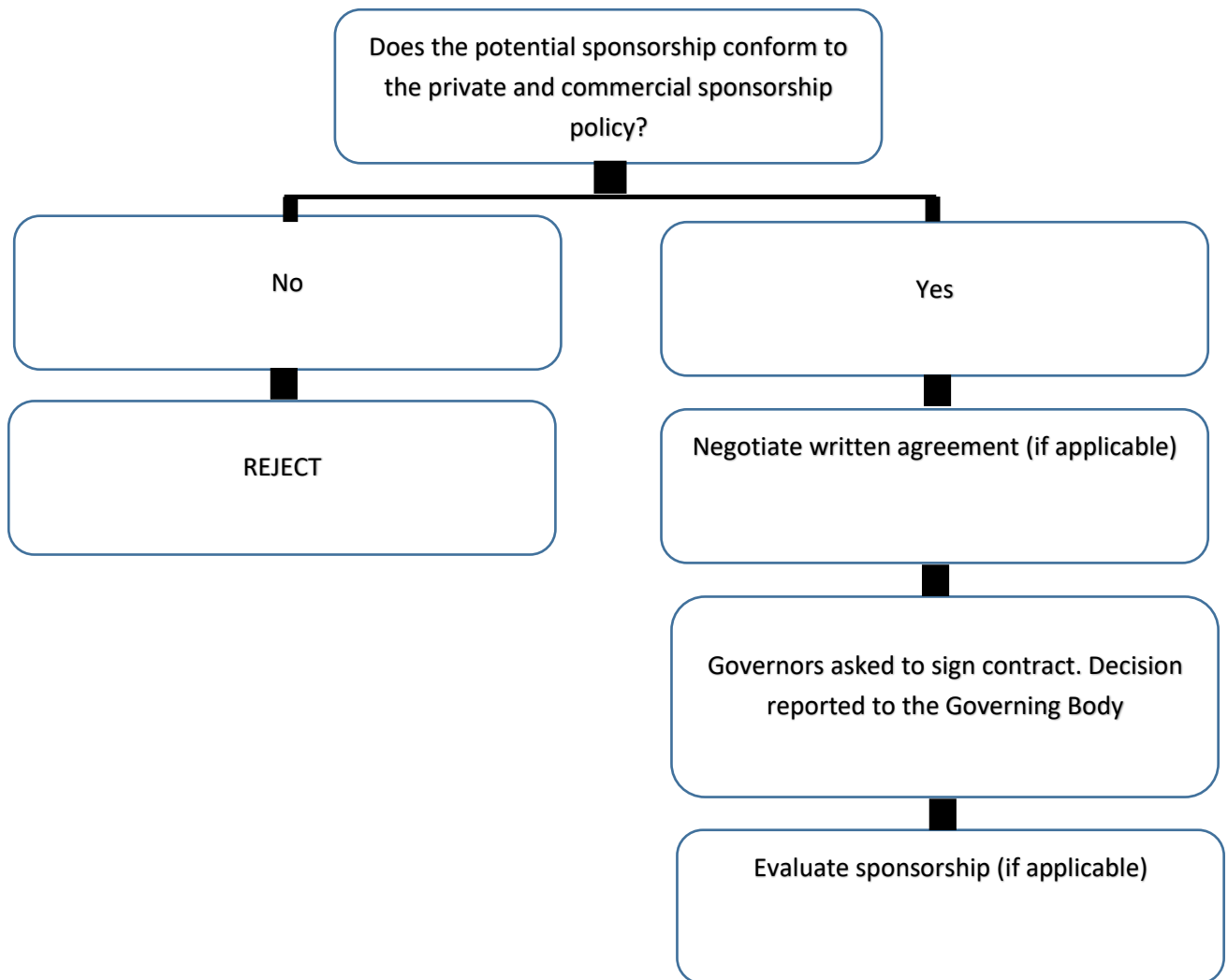
F) Sponsorship must support the curriculum and provide added value to pupils' learning. Where sponsors are supplying educational material, the school will ensure that the resources:

- are relevant and appropriate to the ages and abilities of the pupils who will use them, or come into contact with any advertising;
- are relevant to curriculum guidelines;
- give a balanced view of an issue and acknowledge the existence of alternative views;
- use up-to-date and accurate information and data;
- distinguish between factual statements and matters of opinion;
- avoid actual or implied prejudice and
- acknowledge where the sponsor's market interests lie to help pupils/staff identify where bias may be present.

Appendix A

Flow Chart: Making Decisions about Commercial Sponsorship





Sponsorship Terms and Conditions

The agreement period is one year from the date of signature. Renewal of the contract will be in agreement with the sponsor and Governing Body.

Payment of sponsorship amount must be received in full within the 12-month agreement period on a schedule as agreed between the school and the sponsor.

Schedule 1: Sponsorship Rights

1. Use of Project Marks

Talbot Heath School will provide the Sponsor with a bespoke email digital signature featuring the Project Marks for their use.

2. Appearance of the Sponsor's Marks and exposure of the relationship between the Sponsor and the School

Talbot Heath School undertakes that the following will take place:

- A press release following completion of the Agreement announcing the relationship between Talbot Heath School and the Sponsor in relation to the Project which will be distributed to all local media and uploaded to the School's website and social media platforms.
- During the term of the Sponsorship Agreement, the Sponsor's Marks and a link to the Sponsor's website will be included on the webpage specific to the Project on the School's website.
- During the term of the Sponsorship Agreement, any promotional material produced by the School in connection with the Project will bear the Sponsor's Marks.
- During the term of the Sponsorship Agreement, any social media posts made by the School in relation to the Project on Facebook, Twitter and/or LinkedIn, will tag the Sponsor's relevant page where possible.
- During the term of the Sponsorship Agreement, the Sponsor's key management personnel will be invited to attend any relevant business and/or sponsors' events run by the School, at the premises or otherwise.
- During the term of the Sponsorship Agreement, the parents of the pupils of the school will be provided with a "Hub Update" e-newsletter, also featured on the "vision" page of the School's website.

3. Use of Talbot Heath School's Premises

Talbot Heath School will provide the Sponsor with:

- (i) The use of such parts of the premises as required by the Sponsor for the purposes of a launch event for the Sponsor's products or a conference/meeting to which the Sponsor issues the invitations. The provision of such parts of the premises to occur as outlined in the sponsorship packages detailed below, subject always to the Sponsor entering into a separate Hire Agreement in respect of each use of the premises on such terms as agreed between the School and the Sponsor from time to time.
- (ii) An area of the premises on which can be displayed a product of the Sponsor's choice by prior agreement with the Headteacher, in conjunction with an educational event or workshop.

Sponsorship Packages

Bronze package - £10,000

- A partnership announcement to all relevant medias.
- Provision of a digital signature highlighting support of the project for use on email communications.
- Recognition as a Founding Partner on the Vision page of the website.
- Recognition as a Founding Partner in our e-newsletter to the Talbot Heath community.
- Social media coverage for 12 months of the agreement.
- Recognition as a Founding Partner on Hub project related promotional material.
- Invitation to relevant school events and all project related events.
- Involvement with Talbot Heath in an educational way; e.g. workshops, talks, company visits.
- One day (or 8 hours) site usage over the period of the Sponsorship Agreement (12 months).

Silver package - £20,000

- A partnership announcement to all relevant medias.
- Provision of a digital signature highlighting support of the project for use on email communications.
- Recognition as a Founding Partner on the Vision page of the website.
- Recognition as a Founding Partner in our e-newsletter to the Talbot Heath community.
- Social media coverage for 12 months of the agreement.
- Recognition as a Founding Partner on Hub project related promotional material.
- Invitation to relevant school events and all project related events.
- Involvement with Talbot Heath in an educational way; e.g. workshops, talks, company visits.
Two days (or 16 hours) site usage over the period of the Sponsorship Agreement (12 months).

Gold package - £30,000

- A partnership announcement to all relevant medias.
- Provision of a digital signature highlighting support of the project for use on email communications.
- Recognition as a Founding Partner on the Vision page of the website.
- Recognition as a Founding Partner in our e-newsletter to the Talbot Heath community.
- Social media coverage for 12 months of the agreement.
- Recognition as a Founding Partner on Hub project related promotional material.
- Invitation to relevant school events and all project related events.
- Involvement with Talbot Heath in an educational way; e.g. workshops, talks, company visits.
- Three days (or 24 hours) site usage over the period of the Sponsorship Agreement (12 months).
- PLUS, a relevant suite/room named after the Sponsor.

Platinum package - £50,000

- A partnership announcement to all relevant medias.
- Provision of a digital signature highlighting support of the project for use on email communications.
- Recognition as a Founding Partner on the Vision page of the website.
- Recognition as a Founding Partner in our e-newsletter to the Talbot Heath community.
- Social media coverage for 12 months of the agreement.
- Recognition as a Founding Partner on Hub project related promotional material.
- Invitation to relevant school events and all project related events.
- Involvement with Talbot Heath in an educational way; e.g. workshops, talks, company visits.
- Four days (or 32 hours) site usage over the period of the Sponsorship Agreement (12 months).
- PLUS, a relevant suite/room named after the Sponsor.

N.B.

All site usage to be outside of school hours and must be pre-booked and completed within 12 months of the building's formal opening date, or 12 months from agreement date.

Evening use of facility during term time will be from 5.30pm - 10pm

Day use of facility during weekends and school holidays will be from 8am - 4pm

Evening use of facility during weekends and school holidays 5.30pm - 11.30pm.