

SPONSORSHIP POLICY

Purpose

To ensure the use of the CBHS brand is actively managed and controlled and subject to a standardised approval process.

Rationale

The Board of Trustees recognises that the Ministry of Education funded operations grant is limited and, targeted to achieving the National Education Guidelines so supports the opportunity for diversified, additional revenue to allow for enhanced learning opportunities (curricular and extra curricular) for the students of Christchurch Boys High School (CBHS).

Policy application

This policy relates to the activities involved in generating sponsorship for CBHS. This includes conditional sponsorship (that includes benefit/s to the sponsor e.g branding, business partnerships) and unconditional funding (where no benefit/s sought or received by the sponsor e.g unconditional donations).

Definitions

Sponsorship – that is - “the supply of time, funds and/or product in return for sponsor brand promotion and positioning within the school community.”

Unconditional Donations – where no benefit/s sought or received.

Criteria

- Sponsorship activities must bring a tangible, positive benefit to the school and enhance the value of the schools brand
- Branding & signage – the aesthetics of the school must not be compromised and the school identity is to be maintained. The name of the sponsor may be associated with the school and/or group/team being sponsored however the business name must not replace the name of the school and/or the group/team.
- Sponsor naming rights and exclusivity – all exclusive sponsorship arrangements must be approved by the Board
- Ensure no conflict of interest between any commercial activities and the schools values and the Board of Trustees strategic goals
- Neither sponsorship contracting party may bring the other into disrepute
- School facilities will be available to all groups within the school to raise funds – no group shall have exclusive rights to school facilities for fundraising activities

Sponsorship Categories:

1. exclusive, permanent general branding (e.g apparel)
2. targeted permanent branding (e.g signage on boundary fencing)
3. targeted temporary branding (e.g Press advertisements for a specific event)
4. grant applications that require Headmaster or Board of Trustee sign off

5. conditional donations (e.g distribution to database/access to students)
NB: this excludes unconditional donations

Procedures

Guidelines for use and forms are held by the Headmaster

With the exception of exclusive and permanent branding sponsorship applications, the Board delegates responsibility to the Headmaster for the approval of grant funding applications, business partnerships and commercial sponsorships, recognising commercial sensitivity when doing so, and reporting on them to the Board.

Adopted by: Board of Trustees July 2010
Next review: July 2013