



NARELLAN VALE PUBLIC SCHOOL P&C ASSOCIATION SCHOOL SPONSORSHIP FORM – 2019 / 2020





SECTION 1 – BUSINESS DETAILS

Please complete the following details. All businesses participating in school sponsorship must comply with the relevant areas of the DEC Sponsorship Policy (refer section 6).

Business name:			
Contact name:			
Postal address:			
Phone number:		Email:	
Business description:			

SECTION 2 – SPONSORSHIP LEVELS

Please choose your level of sponsorship. The sponsorship amounts below are for the term 1 July 2018 through to 30 June 2019. Commencement of sponsorship outside of these dates will have a pro-rata fee.

			
<p style="text-align: center;">Gold - \$500</p> <ul style="list-style-type: none"> ▪ A half page colour ad in our school eNewsletter ▪ An ad in our school online Newsletter. ▪ Listing on schools Skoolbag App ▪ Logo Displayed as a Banner on NVPS P&C Facebook Page ▪ Business advertising on P & C Facebook Page and Parents Facebook Group (Fortnightly) ▪ Your business logo appears in the gold sponsor area of our school website ▪ Flyer distribution 4 times per year ▪ Gold Certificate of Appreciation to display for your business 	<p style="text-align: center;">Silver - \$250</p> <ul style="list-style-type: none"> ▪ A quarter page colour ad in our school eNewsletter ▪ Listing on schools Skoolbag App ▪ Logo Displayed as a Banner on NVPS P&C ▪ Business advertising on P & C Facebook Page and Parents Facebook Group (Monthly) ▪ Your business logo appears in the silver sponsor area of our school website ▪ Flyer distribution twice per year ▪ Silver Certificate of Appreciation to display for your business 	<p style="text-align: center;">Bronze - \$100</p> <ul style="list-style-type: none"> ▪ A business card size colour ad in our school eNewsletter ▪ Listing on schools Skoolbag App ▪ Logo Displayed as a Banner on NVPS P&C ▪ Business advertising on P & C Facebook Page and Parents Facebook Group (Start of School Term) ▪ Your business logo appears in the bronze sponsor area of our school website ▪ Bronze Certificate of Appreciation to display for your business 	<p style="text-align: center;">Sports - \$1,000</p> <ul style="list-style-type: none"> ▪ A non-branded set of apparel or equipment for our sports team/s. ▪ An ad in our school's eNewsletter. ▪ Listing on schools Skoolbag App ▪ Logo Displayed as a Banner on NVPS P&C ▪ Business advertising on P & C Facebook Page and Parents Facebook Group (Fortnightly) ▪ Flyer distribution 4 times per year ▪ Your business logo appears in the sports sponsor area of our school website ▪ Sporting Certificate of Appreciation to display for your business

SECTION 3 – FLYER DISTRIBUTION DATES

Distribution of flyers by sponsors will occur on set dates as scheduled below. 850 copies of your brochure will need to be delivered to the school one week prior to these distribution dates.

Please note Bronze sponsorship does not include flyer distribution.

		
Gold sponsorship Dates for flyer distribution: <ol style="list-style-type: none">1. Term 1 Week 52. Term 2 Week 53. Term 3 Week 54. Term 4 Week 5	Silver sponsorship Dates for flyer distribution: <ol style="list-style-type: none">1. Term 1 Week 62. Term 2 Week 6	Sports sponsorship Dates for flyer distribution: <ol style="list-style-type: none">1. Term 1 Week 42. Term 2 Week 43. Term 3 Week 44. Term 4 Week 4

SECTION 4 – BUSINESS LOGO

Please provide the school with a copy of your business logo. All logos, where possible, should be high resolution files in either .jpeg (JPEG) or .ai (Illustrator) format.

Logos should be emailed directly to nvpssponsorship@yahoo.com with the email subject of “School Sponsorship” and your business name.

SECTION 5 – PAYMENT METHODS

Please select your payment method from the below options (please tick):

- Cheque** Please make cheques payable to **Narellan Vale Public School P&C Association**
- Cash** Please hand payment to the school office in an envelope with “School Sponsorship”
- Direct Deposit** Please transfer payments to the account below with your business name as reference
- Account Name: Narellan Vale Public School P&C Association
- BSB: 802-388
- Account number: 100 084 872

SECTION 6 – SPONSORSHIP AGREEMENT

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 financial contribution 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.

I have read the 'Definition of Sponsorship' information and am fully aware of what a school sponsorship through Narellan Vale Public School will entail: _____ (Initial)

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.
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 HealthySchool 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.

I have read the 'Sponsorship Principals' information and am fully aware of and agree to abide by the rules and requirements that govern a sponsorship agreement between all businesses and Narellan Vale Public School: _____ (Initial)

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 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.

I have read the 'Suitability of Organisations' information and fully agree that the proposed business sponsorship arrangement is consistent with the principles, vision and goals of the DEC: _____ (Initial)

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.

I am aware that my business logo will appear on the Narellan Vale Public School Website for the duration that my Sponsorship status is valid: _____(Initial)

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.

I am aware that if my businesses name, trademark, logo or symbols is to be used, it will abide by the rules outlined in the information on 'Logo Usage': _____(Initial)

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.

I am aware that if my businesses name, trademark, logo or symbols is to be used, it will abide by the rules outlined in the information on 'Logo Usage': _____(Initial)

SPONSORSHIP DATE/S OF CURRENCY:

I am aware that my sponsorship with Narellan Vale Public School will expire on 30 June 2018, despite the original date in which the sponsorship agreement was made, in which after this time, all sponsorship agreements and entitlements will become void _____(Initial)

I am aware that should I wish for any further sponsorship with Narellan Vale Public School to continue into any new financial year, I will be required to reapply and make the appropriate financial contribution: _____(Initial)

SECTION 7 – FORM SUBMISSION AND CONTACT DETAILS

Please complete, sign and return all documents together with your payment directly to the school via one of the following methods:

- Email** Please scan and email documents to nvpssponsorship@yahoo.com
- Fax** Please fax all paperwork to 02 4647 4507
- In person** Please deliver in person to our school office at
- Narellan Vale Public School
46 Waterworth Drive, Narellan Vale NSW 2567

If you have any questions regarding this form or how you can be involved in our school, please contact:

Matthew Hole – 0414 480 844
NVPS P&C Sponsorship

Or please leave a message for P&C Sponsorship at our school office – 02 4647 5291

SCHOOL OFFICE USE ONLY:

Sponsorship approved

Yes No [Reason: _____] Date: _____

Signatures:

On behalf of NVPS P&C Executive:

Name: _____ Signature: _____ Date: _____

NVPS Principal:

Name: _____ Signature: _____ Date: _____