

School Sponsorship and Advertising Policy

This policy is for the purpose of the management of Major School Sponsorship, P&C Event Sponsorship and any advertising commercial arrangement made between outside businesses and Connells Point Public School P&C (CPPS P&C) and is endorsed by the CPPS School Council. All such arrangements must be in line with the Department of Education and Communities policies on these matters.

Major Sponsorship

Major School Sponsorship will be for a period of two years, at a price to be determined by the CPPS P&C, with one 'first right of refusal' for a further two years. The price for this subsequent two year period is to be determined by CPPS P&C towards the end of the first two year period. If an offer of a higher value is made at the end of the first two year period by another company, the offer will be taken to the incumbent company at which time they will be given the opportunity to meet the new offer. If the incumbent company declines, the Major Sponsorship opportunity may be offered to the new company. At the end of the second two year period, the opportunity will be opened to tender via the newsletter.

Should either party, at any time, wish to cease the arrangement, then 28 days written notice is required. Following this, a pro rata refund, less 30%, will be sent within another 28 days.

The number of Major School Sponsors the school has per year will be at the discretion of the School Principal.

Major Sponsorship includes:

- Signage rights at front and side of school (subject to below conditions)
- eNewsletter ad with top tier position & 2x Facebook Posts a year on the P&C Parent Facebook Group*
- Printed flyer distributed annually
- Priority given for Event Sponsorship

*The P&C Facebook Group is for parents of the school only. Advertisers that are not parents in the school cannot be added to this group.

Advertisers can elect the clickable link to be used, either for a website or a Facebook Page, and the post will be in a standard format and at a time to be determined by the CPPS P&C.

The Signage Rights relate to two signs, one located in the teachers' car park on Connells Point Road and one near the main gate in Riverview Avenue.

With regard to the signage:

- The signs are to measure no more that 900cm (h) x 1220cm (w) and are to be attached to the existing posts.
- The signs will read "Connells Point Public School proudly supported by (insert name, A.B.N. and phone number of company) Providing quality education since 1934"



- All costs associated with the design, manufacture, and delivery of the signs to CPPS will be met by the company. Prior to manufacture, a copy of the design of the signs is to be sent to the Principal of CPPS for approval.
- The signs will be erected by the CPPS General Assistant to ensure compliance with WHS requirements.
- Maintenance of the signs is the responsibility of the company. Access to the school grounds for this purpose is to be sought in advance from the Principal of CPPS.
- The Signage Rights apply to the signs only. The agreement does not give that company exclusive sponsorship or advertising rights to any other CPPS P&C events. The school reserves the right to offer or decline commercial partnerships and opportunities at its discretion.

Event Sponsorship

Event Sponsorship pertains to any event, fundraiser or program run by the CPPS P&C. Sponsorship will be tiered based on type and value of event.

Individual event holders are to set pricing using provided guidelines, to be passed at a P&C meeting prior to agreement.

Opportunities can be given for sponsors to showcase their products/services as a form of sponsorship. Must be in alignment with school policies and guidelines and not in direct competition with Event purpose.

There will be no exclusive opportunities offered to any company. When accepting agreements, competing businesses must be informed that exclusivity does not apply and that competitors may also be involved in fundraising support of the school.

Newsletter advertising is not a part of these agreements.

Public Events (i.e. Election Day BBQS, Fetes etc)

Gold

Signs/Banners at event

Logo on all advertising

Thank you posts in Newsletter and Facebook

Option to print logo on consumables (i.e. napkins, cups)

Opportunity offered to have display/stand at additional cost

Silver

Limited Banners at event

Logo on all advertising

Thank you posts in Newsletter and Facebook

Bronze

Logo on all advertising

Thank you posts in Newsletter and Facebook



School Events Tiers 1 and 2

Tier 1 Events:

Mother's Day Breakfast & Stall
Father's Day Breakfast & Stall
Showcase Raffle

Tier 2 Events:

Canteen Week
Canteen Treat Days
Easter Raffle
Working Bees

Tier 1

Banners at events
Logo on all advertising
Thank you posts in Newsletter and Facebook

Tier 2

Logo on all advertising
Thank you posts in Newsletter and Facebook

Newsletter Advertising

Newsletter advertising will be available to potential advertisers at a price to be determined by CPPS P&C for the entire school year.

With the exception of Not-for-Profit organisations, all advertising enquiries and opportunities must go through the P&C before being added to the Newsletter.

The CPPS Newsletter is available via electronic email, the school website or (to a few people who do not have access to email) on paper.

There will be a maximum of three A4 pages of advertising per newsletter.

All advertising must be in accordance with the DEC advertising guidelines and must be approved by the School Principal and the P&C President.

Advertising must be supplied as a jpeg to the specified size. As per all commercial agreements, exclusivity does not apply. Advertisers should be aware that competitors may also appear in the CPPS Newsletter advertising.