



Parklea Public School

Glenwood Park Drive, Glenwood, NSW, 2768

Phone: 9629 2518

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Parklea Public School Sponsorship Form

Step 1: Provide your business details:

Business Name: _____ Contact name: _____






Business Postage Address: _____

Business Description: _____

Business Email: _____

Note: All businesses participating in School Sponsorship must comply with the relevant areas of the DEC Sponsorship Policy (see Step 6)

Step 2: Choose your level of sponsorship (Please clearly circle):

 BRONZE	 SILVER	 GOLD	 SPORTING	 PLATINUM
Bronze sponsorship \$100+ <ul style="list-style-type: none">1 small business logo (size half business card) in our school's eNewsletters;Your business logo appears in the bronze sponsor section of the school website;Bronze Certificate of Appreciation to display for your business.	Silver sponsorship \$250+ <ul style="list-style-type: none">1 business card size ad in our schools eNewsletters;Your business logo appears in the silver sponsor section of the school website;Flyer distribution once a semester;Silver Certificate of Appreciation to display for your business.	Gold sponsorship \$500+ <ul style="list-style-type: none">A6/quarter page ad in our school's eNewsletters;Your business logo appears in the gold sponsor section of the school website;Flyer distribution once a termGold Certificate of Appreciation to display for your business.	Sporting Sponsorship \$800 <ul style="list-style-type: none">Purchase of a set of PSSA team jerseys that have your business logo printed on the sleeve, back or front (Note: Business Logo must meet the requirements of the DEC Sponsorship Policy)Your business logo appears in the Sporting sponsor section of the school website;Sporting Certificate of Appreciation to display for your business;Flyer distribution once a term	Platinum sponsorship \$1000+ <ul style="list-style-type: none">A5/half page ad in our school's eNewsletters;Your business logo appears in the platinum sponsor section of the school website;Flyer distribution twice a term;Platinum Certificate of Appreciation to display for your business;Exclusive invitation for advertising at school functions (e.g. Performance nights, discos, carols, etc.)

Step 3: Provide the school with the following electronic files including:



1. A JPEG image of your business logo (to be published on our school website);
2. A JPEG file of your advertisement/logo (to be published in our school eNewsletters).



(Note: Files should be emailed directly to parklea-p.school@det.nsw.edu.au with email title marked 'School Sponsorship: Attention: Alicia Cardwell')

Step 4: Choose your payment plan and arrange for payment (Please tick). ☐

- a) **Cheque** – Please forward cash payments directly to our school office. ☐
- b) **Cash** – Please forward cash payments directly to our school office. ☐
- c) **Credit Card** - Complete the Credit Card Form (below). ☐

Note: Parklea Public School is a non-profit organisation. Payments made to the school via school sponsorship are not tax deductible. More information can be found on the ATO website here: <https://www.ato.gov.au/Business/GST/In-detail/Non-profit-and-government-organisations/Non-profit-organisations/Grants-and-sponsorship--Tax-basics-for-non-profit-organisations/>

Item Activity: School Sponsorship

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Name on Credit Card
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Credit Card Number
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Expiry Date on Credit Card	<input type="text"/>		<input type="text"/>										

Cardholders Signature: _____ **Payment Amount:** \$ _____ (+ 2% bank fee)

Step 5: Identify the approximate dates for flyer distribution:

Note: Bronze sponsorship does not include any flyer distribution

			
Silver sponsorship \$250+ <ul style="list-style-type: none"> Date/s of flyer distributions: 	Gold sponsorship \$500+ <ul style="list-style-type: none"> Date/s of flyer distributions: 	Sporting Sponsorship \$800 <ul style="list-style-type: none"> Date/s of flyer distributions: 	Platinum Sponsorship \$1000+ <ul style="list-style-type: none"> Date/s of flyer distributions:
1. _____ 2. _____	1. _____ 2. _____ 3. _____ 4. _____	1. _____ 2. _____ 3. _____ 4. _____	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

Note: Please make sure that 750 printed copies (in bundles of 20) of your flyer arrive at the school site prior to the date/s indicated above. Flyers will be distributed as they arrive on site.

Step 6: Complete and return the all sections of the Sponsorship Agreement (below)

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 contribution in money or in kind 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 Parklea 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 Healthy School 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 Parklea 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:

- o the type of products or services the organisation markets
- o the marketing methods the organisation employs
- o the impact its products and processing have on issues such as the environment
- o its public image as an employer being acceptable to the community
- o 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 Parklea 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 Parklea Public School will expire at the end of the current financial year, 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 Parklea Public School to continue into any new financial year, I will be required to reapply and make the appropriate financial contribution: _____ (Initial)

For School Office use only:

Sponsorship Approved: YES _____ NO _____ (Reason: _____)

Signed by Principal's Delegate: _____
Date: _____

Signed by Principal: _____
Date: _____

Step 7: Complete and return the all three pages of this form directly to the school by

- a)** scanning and emailing the paperwork to parklea-p.school@det.nsw.edu.au
- b)** delivering the paperwork directly to our school office

We hope to have your
support to make our
school even better!

