



SPONSORSHIP POLICY

PURPOSE

Securing funding of a short term and long term nature for the projects which the school may have from time to time, including but not limited to capital projects.

DEFINITIONS

'Sponsorship' is support, financial and non-financial, provided to the school for which reciprocal benefits are made available to the person or organisation providing such support. This does not include philanthropic or charitable donations for which no reciprocal benefits are sought.

'Reciprocal Benefits' may include, but are not limited to, the following:

- Naming rights – facilities, events, buildings
- Advertising, including the placement of logos within the school or on collateral the school may use from time to time, e.g. letterhead, equipment
- Advertising/publicity by the sponsor in which the school's name or logo is used
- Media coverage enhancing the reputation of the sponsor
- Provision of goods bearing a sponsor's name
- Provision of uniforms for school events
- Corporate Debenture programmes – debenture programs give priority of places to companies who have purchased them and are subject to the schools overall admission policy. They are repayable at maturity.

POLICY STATEMENT

DESS is committed to enhancing the resources of the school for the benefit of the staff, children and parents by establishing enriching and purposeful partnerships with organisations in the wider school community and to identify priorities for support and timescales for raising funds. This policy applies to the school and the Parent Teacher Association and any other support groups within the school.

1. DESS acknowledges that the school may from time to time either seek or be offered financial support from the wider school community through mutually beneficial sponsorship programmes.
2. This policy seeks to define sponsorship as it relates to DESS and to establish a procedure to ensure consistency of approach throughout the school.
3. Of utmost importance is preserving the integrity of the school's name, reputation and admissions policy.
4. Proposals from, or practices of sponsors which are obscene, defamatory, racially or culturally insensitive, discriminatory or otherwise not in keeping with the school's Mission Vision and Values will not be accepted.
5. The school will, wherever possible, seek to develop long-term partnerships with sponsors.

6. The School's acceptance of a sponsorship proposal will not imply an affiliation between the School and the Sponsor. Sponsorship of any event, project or program will not entitle a sponsor to influence decisions at the school.
7. A sponsor cannot use the School's name without specific consent from the school.
8. Any sponsorship arrangement must recognise the right of the School to terminate the sponsorship should the general principles of this policy no longer be met. For example, this may result from the sponsoring company's change in ownership/structure or failure to correct identified problems.

PROCEDURE

1. In order to establish a single point of reference at the school, all sponsorship proposals must be submitted to the Business Manager on the form at Annexure A.
2. The Headteacher is authorised by the Sponsorship Committee to approve sponsorship proposals within the scope of this document up to the value of QR100,000. This includes all sponsorships that involve equipment and clothing worn by staff or students of the school.
3. Sponsorship proposals for an amount greater than QR100,000, and/or for a period of more than 12 months, and those seeking naming rights and advertising (other than general media coverage) and/or debenture programs must be approved by the Sponsorship Committee and ratified by the Board of Governors.
4. For the purpose of assessing reciprocal benefits, sponsorship will be categorised into the following sub-categories:
 - 4.1. 'Annually Recurring' – ongoing sponsorship which requires annual renewal e.g. sports uniforms, annual events.
 - 4.2. 'Property and Plant' – sponsorship of buildings, fixtures and fittings or equipment utilised by the school. The extent and tenor to be decided by the Sponsorship Committee and ratified by the Board.
 - 4.3. 'Event Sponsorship' – sponsorship specific to a particular event.
 - 4.4. 'Capital Projects' – projects identified which may require significant capital spend towards the development of the school.

For all of the above, the extent of reciprocal benefits assumed by the sponsor are detailed in Table 1. The list is not exhaustive and is subject to change by the Sponsorship Committee. In all cases the extent to which benefits are given will be in proportion to the financial commitment and will be governed by the sponsorship agreement.

Table 1:

Type of Sponsorship	Description/Examples	Benefits
Annually recurring	Sports equipment for BSME, QPPSSA, school strips	Logo Website PR & Newsletter
Property & Plant	Fixed Assets, buildings, or specific, defined areas	Signage (size & terms to be agreed) Website PR & Newsletter
Event Led	Festive Fair, Plays, Parental events	Rollups/Banners Newsletter
Capital Projects	Building projects, projects defined in school development plan	Signage (size & terms to be agreed) Website PR & Newsletter

5. All sponsorship must be formalised through a sponsorship agreement in the form at Annexure B, or in a form agreed by the Board of Governors.


6. The Board of Governors is responsible for the implementation and review of this Policy.

7. The Board of Governors, staff and volunteers are responsible for adhering to this Policy.

8. The DESS Business Manager, in conjunction with the Sponsorship Committee, will be responsible for seeking and reporting sponsorship funds, processing, banking and investing funds, servicing sponsors and maintaining a register of sponsors.

9. The Sponsorship Committee shall provide a report on sponsorship projects at each Board of Governors meeting.

Annexure A Sponsorship Approval Form and Contract Template
Annexure B Sponsorship Agreement

Approval Date: 04.03.12	Policy Number:
Review Date: 04.03.13	Version:
Signature (Chairman Board of Governors):	



ANNEXURE A
SPONSORSHIP APPROVAL FORM

1.	Submitted by	
2.	Date of Submission	
3.	Name of Proposed Sponsor	
4.	Nature of Sponsorship	
5.	Amount of Sponsorship (if applicable)	
6.	Benefit to the School	
7.	Reciprocal Benefit proposal	
8.	Duration of Sponsorship	
9.	Other Relevant Information	
	Approved in accordance with Sponsorship Policy by	Name: _____ Signature: _____ Date: _____

ANNEXURE B

SPONSORSHIP AGREEMENT

[Sponsorship contracts and letters of agreement should include the following clauses on standard agreements, leaving room for more complex agreements]

1. **Description of the Sponsorship Alliance:** The contract will contain a comprehensive description of the item, project or event around which the sponsorship alliance is constructed, including a list of obligations for both parties. Obligations of the parties in market research or sponsorship analysis will be explicitly itemised in the contract.
2. **Terms of Agreement:** The dates for commencement and conclusion of sponsorship alliances must be included in the contract.
3. **Key Personnel:** The contract will include the names of the individuals from both parties primarily responsible for the sponsorship, and to whom issues regarding the contract are to be referred.
4. **Limitations on and Approval of the Use of the [name of organisation]'s Name:** The following clause limits the use of our name by the sponsor in its own internal and external promotion and advertising as per the negotiated arrangements: *"Neither party, in any situation, whether within or outside the parameters of the sponsorship, shall be deemed to be the spokesperson for, or the representative, of the other party."* The use of the [name of organisation]'s word mark, logo or crest must be stipulated in all contracts and agreements.
5. **Exclusivity:** [Name of organisation] may wish to offer outright or industry exclusivity to a sponsor or the sponsor may request such exclusivity within the sponsorship alliance. Where relevant, the following statement regarding exclusivity will be included in the contract: *"[Name of organisation] agrees that [name of sponsor] shall be the sole and exclusive sponsor of [name of initiative] for the term of this agreement."*
6. **Financial Terms and Schedule of Payments:** The total value and the payment schedule of the sponsorship agreement between the parties will be clearly identified in the contract.
7. **Obligations of the Parties to Each Other:** The obligations of the parties are dependent upon the form of the alliance and will be determined on an individual basis. Responsibility for any market research or program or evaluation duties, reporting, and approvals will be specified in the contract, along with specific criteria and methodologies for the evaluation of the sponsorship.
8. **Breach of Contract:** Prior to initiating formal notification of breach of contract, the parties will undertake all appropriate and reasonable efforts to resolve the matter. Should these efforts not prove successful, either party may notify the other of breach of contract in writing, sent by mail or courier, return receipt requested. Such notification will request a written response by a specific date. Non-compliance will constitute cause for dissolution of the contract.
9. **Right to Discontinue the Sponsored Program or Event:** When circumstances beyond the control of [name of organisation] force the cancellation or substitution of a sponsored event or project, [name of organisation] reserves the right to cancel without finding itself financially liable or in breach of contract.