COMMERCIAL SPONSORSHIP AND ADVERTISING POLICY – 2013

To be reviewed: 2016

RATIONALE

Our Lady’s School community recognises that mutual benefits can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the wider community. The school and all associated groups using Our Lady’s name will work together in a spirit of cooperation to ensure that the values and views of the school are represented whilst endeavouring to maximise fundraising potential.

AIMS

• To provide for a coordinated approach to fundraising within the school community, encompassing all associated groups who use the Our Lady’s name.
• To ensure that sponsorship, advertising and promotional activities are compatible with the values and ethos of the school.
• To ensure that arrangements with business and commercial entities are sensitive to the cultural composition of the school and consistent with its policies and educational program.
• To use funds raised by the school’s Parents’ Association and Fete Committee to enhance educational programs and to improve educational resources.

IMPLEMENTATION

No signage advertising events or other organisations is permitted on our fenceline.
From within the school community an Advertising Coordinator is appointed by the Principal. He/She will liaise with the Principal re fundraising decisions.

Advertising

Newsletter

• There will be a maximum of 8 advertisements per week, eighth page size or footer.
• A one-week advertisement is at a price determined by the Principal in line with current market values.
• A term advertisement is at a price determined by the Principal in line with current market values, which will include a discount.
• Each advertiser is to supply the advertisement / artwork to be used, given size restrictions as set by the Advertising Coordinator. It will be sent to the Principal who will forward it to the Secretary for inclusion in the Newsletter.
• The Newsletter will include designated areas for the Parents’ Association, Fete Committee, Netball club, Football club, Outside School Hours Care and any other associated school bodies.
Commercial Sponsorship and Endorsement

Endorsement occurs when the school’s name is used for the purpose of soliciting sponsorship.

• This includes the Parents’ Association, Fete Committee, Outside School Hours Care, Netball club, Football club and other associated school bodies.
• A calendar is developed on a monthly basis to advertise all events for groups within the school community held within the School/Parish property.
• All events as above must be listed on the calendar and should be advised to the School Principal and Parish Secretary as soon as a group has decided on a date and function.
• The Advertising Coordinator (or a designated person assigned by the Principal) will maintain the calendar.
• Changes to events should be notified to the Parish Secretary and Principal to ensure that no clashes of dates occur.

Canvassing for Money and Prizes

• Any person collecting on behalf of a group associated with Our Lady’s School must have a letter authorising them to collect on behalf of the group. The letter must be on school letterhead, dated with the function listed and signed by the Principal or Parish Priest. (A Template for this is held at the Office)
• The School Office must be notified of which group will be collecting and when this will occur.

EVALUATION

This policy will be reviewed by the staff and Education Board as part of the school’s three yearly cycle, or earlier if required.
ADVERTISING AND ENDORSEMENT POLICY GUIDELINES

CO-ORDINATOR: Lawrie Vernal – 9870 4879

NEWSLETTER ADVERTISING:
$10 per week for an eighth page size or footer (Business Card)
$25 for a one week advertisement (one of, half a page)
A whole term advertisement receives 10% discount

These must be paid in full prior to the inclusion of the advertisement. Cheques are to be forwarded to ‘Our Lady’s Parents’ Association.’

FETE:
The month of October is dedicated to promoting the Fete.

If there is any clarification required regarding any advertising, the Co-ordinator will liaise with the Principal, who has full discretion.

These guidelines are to be used as a basis for the approval of advertising for the School Newsletter. They are subject to change and amendment at the discretion of the Principal.

The overall intention of our advertising / endorsement is to promote the following:

- Catholic Values
- Honesty
- Integrity
- Community groups
- Local businesses
- Local sporting bodies
- Healthy lifestyle
- Equal opportunity

Advertising cannot promote or include any of the following:

- Alcohol
- Tobacco and related products
- Illegal activities
- Fast food
- Rude, lewd or indecent behaviour or language
- Double Entendre
- Gambling
- Firearms / Weaponry
- Amusement Parlours
- Known/Proven unethical business
- Discrimination
  - Race, Culture, Age, Sex