Assessing Sponsorship Checklist

This checklist must be used to ensure the sponsorship is compliant.

There are additional tools to help assess sponsorship that can be accessed via the [EduGate Sponsorship page](https://edugate.eduweb.vic.gov.au/sites/i/pages/production.aspx#/app/content/2725/support_and_service_(corp)%252Fcommunications%252Fadvice_and_guidelines%252Fsponsorship)

If you do not have adequate material to complete this request further information from the potential sponsor.   
The sponsorship must answer yes against all criteria (except where additional information can be provided as indicated).

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| Criteria | Assessment |
| 1. The sponsorship must be for school-related purposes. | Yes/No |
| 1. The external sponsor’s business activity is appropriate to engage with (it **does not** appear on the inappropriate activities list (refer to the sponsorship procedure - schools)? | Yes/No |
| 1. Was the opportunity advertised? If not document the rationale as to why it was not advertised below: (for instance small value or small size of market) | Yes/No |
| 1. Where the opportunity was advertised, selection criteria were used to evaluate the responses. | Yes/No |
| 1. Principles of fairness and ethical dealings were applied in securing this sponsorship and conflicts of interests were identified and managed. | Yes/No |
| 1. The sponsor represents a reputable organisation and is consistent with the ethos and values of the school. | Yes/No |
| 1. The sponsorship positively enhances the schools image and there is no possibility of damage to the school’s reputation and image. | Yes/No |
| 1. The sponsorship agreement has commencement and end dates. | Yes/No |
| 1. The sponsorship agreement/ engagement letter does not imply that a product or service is recommended by the school. | Yes/No |
| 1. Privacy of students, their families and school staff is not compromised by the proposal. Names and other details are not being provided as a benefit to the sponsor. | Yes/No |
| 1. The sponsorship would be able to stand up to public scrutiny and maintain public trust. | Yes/No |
| 1. The sponsor has provided details on how the funds are to be spent. (outgoing sponsorships only) | Yes/No |
| 1. The extent of acknowledgement and benefits provided to sponsors is consistent with the amount of sponsorship. | Yes/No |
| 1. Acceptance of the sponsor’s products or services will not give the sponsor exclusive rights in relation to the school or student activities. | Yes/No |
| 1. The sponsorship agreement **does not** give naming rights for a Governmental asset, event or initiative to an external organisation, if it does, the approval of relevant Minister must be obtained. | Yes/No |
| 1. The sponsor has adequate insurance cover. | Yes/No |
| 1. A financial viability check has been conducted and there are no potential financial risks identified. Examples of how this can be completed is through conducting a credit check or check through Australian Securities Investments Commission Company (ASIC) and direct search. | Yes/No |
| 1. There is no conflict of interest and no personal benefits can be received by school staff and school council members. | Yes/No |