## Sponsorship procedure (schools) | AppropRiate sponsors and approval limits

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| Does the external sponsor’s business activity appear on the inappropriate activities list? | Does the sponsorship meet one or more of the DET priorities for Sponsorship? | Type of sponsorship? | Does the agreement include naming rights to a gov. asset, event or initiative; or a state wide deal? | What is the value of the sponsorship? | Approval Required |
| No | Yes | Incoming – When school is sponsored by an external organisation | No | Equal to or less than $25,000 | School Council |
| Greater than $25,000 | School Council + Regional Director + Communications Division |
| Yes | Seek Executive Director, Communications Division and Ministerial approval |
|  | What is the value of the sponsorship? | Approval Required |
| Outgoing – When school sponsors an external organisation | Follow normal Procurement Threshold Guidelines | Align with school financial delegation approval limits |
| No | Rework the agreement with the sponsor to meet one of the DET priorities or end the discussion |
| Yes | Do not continue with this activity |

**KEY DEFINITIONS**

* **Advertising –** Advertising is an arrangement where a company purchases spaces for an agreed price to advertise their product or service and there are no additional benefits to the advertiser. For example, a company pays a school to buy space in a newsletter or magazine, or a billboard at a sporting event.
* **Donations –** A donation is a one-off untied gift that has no requirement for benefits in return. If the donor receive more than ‘mere recognition’ (i.e. advertising), the donation must be treated as a sponsorship.
* **Sponsorship –** The sponsor provides a contribution of money or in-kind support in return for certain specified benefits, such as logo placement, public acknowledgement etc. Sponsorship is therefore not philanthropic and is not a donation.
* In this Policy, schools is taken to mean school-based staff (including the principal of a school in their capacity as executive officer of a school council) implementing sponsorship decisions for a school council. Schools must use the Department’s policy and procedure for sponsorships. Compliance with the policy is mandatory under the Finance Manual for Victorian Government Schools (see section 9.8 – Locally Raised Funds – Sponsorship).

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| Useful RemindersPrinciples of sponsorship management* Ensuring probity
* Achieving efficiency and effectiveness
* Maintaining transparency and accountability
* Implementing effective risk management

DET Priorities* contributes to advancement of Victorian whole-of-government priorities, this may include:
	+ promotes educational outcomes
	+ creates employment opportunities for local or regional business
	+ promotes opportunities to industry
	+ develops export markets and attracts investment
* supports DET's goals and objectives
* increases effectiveness of DET’s strategic programs
* communicates key messages to target audiences
* engages or builds relationships with key stakeholders

Inappropriate Activities* activities aimed at delivering or replacing core DET or agency services
* values, products, purposes or objectives which are inconsistent with DET’s
* political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, companies involved in the sale/promotion of firearms
* companies that encourage unhealthy food choices by young people
* religious organisations or religious activities
* charities and not-for-profit organisations not registered with the Australian Charities and Not-for-profits Commission
* organisations or companies that are financially unsound or unstable
* agencies with inspectorial or regulatory powers over DET
* sponsors requiring DET to directly endorse or promote its products/ services
* any activity in breach of the [Code of Conduct for Victorian Public Sector employees or (for school councils) the Code of Conduct for Directors of Victorian public entities.](https://vpsc.vic.gov.au/resources/code-of-conduct-for-employees/)
 | Forms of Sponsorship

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| Incoming | Outgoing |
| Placement of a plaque or notice | Public acknowledgements |
| Temporary signage acknowledging the sponsorship | Logo placement and signage |
| Acknowledgement in newsletters | Speaking engagement |
| Letter of appreciation | Social media posts |
| Inclusion of a by-line, forward or advertisement | Opportunities to network |

Requirements* Schools must undertake sponsorships in an ethical and fair manner and disclose all conflicts of interests
* Sponsorship agreements must have end dates
* Schools must maintain and record their own sponsorship register for all sponsorships
* All sponsorships above $25,000 need to be approved by Regional Director, Executive Director of Communications and submitted to the Communications team Sponsorship@edumail.vic.gov.au
* If the Sponsor requires the naming rights of a government asset, event or initiative the Communications team must be informed and a ministerial approval sought
* Schools being approached with requests to advertise state-wide or country wide corporate sponsorships (e.g. banks, supermarkets, etc.) are to refer these requests to the Communications Division
* For any other questions or support contact: schools.procurement@edumail.vic.gov.au
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| **Sponsorship Steps** | Templates for each step |
| **All sponsorships** | **Incoming sponsorship** | **Outgoing sponsorships** |
| **Seeking Sponsorship** |  |  |  |
| 1. **Types of approaches**
	1. **Unsolicited or direct approach by sponsor –** Where an unsolicited proposal is made by a sponsor, consider whether this opportunity could be advertised to ensure fair competition. Where the decision is made not to publicly advertise, the rationale for this decision **must** be documented
 | [**Sponsorship checklist**](https://edugate.eduweb.vic.gov.au/edrms/collaboration/PD/PT/DET%20Assessing%20Sponsorship%20Checklist.docx) |  |  |
| * 1. **Advertised –**Where a competitive process is undertaken, selection criteria must be used to evaluate the responses
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| **Prior to implementation**  |  |  |  |
| 1. **Assess proposed sponsorship**

Assess the proposed sponsorship against this policy. The **sponsorship checklist** must be used to complete this step  |  |  |  |
| 1. **Assess value and benefits**

For sponsorships over $25,000 the business case template **must** be completed | [**Business Case Template**](https://edugate.eduweb.vic.gov.au/edrms/collaboration/PD/PT/DET%20Sponsorship%20Business%20Case%20Template.docx) |  | **Outgoing Rejection Letter**  |
| 1. **Draft agreement –** Sponsorships **must** be formalised

Sponsorships less than or equal to $25,000 may use an engagement letter to formalise the sponsorship Sponsorships greater than $25,000 must use an agreement to formalise the sponsorship | [**Sponsorship Agreement Template**](https://edugate.eduweb.vic.gov.au/sites/intranet/Services/Legal-Services/Pages/Contract-Templates.aspx) | [**Incoming Engagement letter**](https://edugate.eduweb.vic.gov.au/edrms/collaboration/PD/PT/template%20School%20Council%20Letter%20to%20Sponsor%20Incoming%20Sponsorship.docx) | [**Outgoing Engagement Letter**](https://edugate.eduweb.vic.gov.au/edrms/collaboration/PD/PT/template%20School%20Council%20Letter%20to%20Sponsor%20Outgoing%20Sponsorship.docx) |
| 1. **Registering the Sponsorship**

All School sponsorship activities **must** be registered by the school on their own internal register.Sponsorships greater than $25,000 **must** be reported to the Strategic Communications Branch, who will register the sponsorship, to do this complete the Sponsorship declaration form and email it to sponsorship@edumail.vic.gov.au. | [**Sponsorship Declaration Form**](https://edugate.eduweb.vic.gov.au/edrms/collaboration/PD/PT/DET%20Sponsorship%20Declaration%20Form.docx) | [**Sponsorship register (for schools template)**](https://edugate.eduweb.vic.gov.au/edrms/collaboration/PD/PT/Sponsorship%20Register.docx) | [**Sponsorship register (for schools template)**](https://edugate.eduweb.vic.gov.au/edrms/collaboration/PD/PT/Sponsorship%20Register.docx) |
| **During sponsorship** |
| 1. **Monitor the sponsorship**

Monitor the sponsorship to ensure all the agreed elements are delivered. Incoming funds **must** be recorded in CASES21 as 74580 |  |  |  |
| **Post sponsorship**  |
| 1. **Evaluate the sponsorship**

Sponsorships valued greater than $25,000 shouldbe evaluated at the completion. This is done by requesting the sponsorship partner complete an evaluation form and the school undertaking a post sponsorship evaluation report | [**Post Evaluation Report**](https://edugate.eduweb.vic.gov.au/edrms/collaboration/PD/PT/Post%20Sponsorship%20Evaluation%20Report.docx) | [**Incoming Evaluation Form**](https://edugate.eduweb.vic.gov.au/edrms/collaboration/PD/PT/DET%20Incoming%20Sponsorship%20Evaluation%20Form.docx) | [**Outgoing Evaluation Form**](https://edugate.eduweb.vic.gov.au/edrms/collaboration/PD/PT/DET%20Outgoing%20Sponsorship%20Evaluation%20Form.docx) |