



CANBERRA GRAMMAR SCHOOL

Sponsorship – Policy and Protocols

The Board, through decisions taken in 2002 and in 2006, recognised the potential benefit to the school of pursuing select sponsorship arrangements and alliances with businesses in return for recognition and promotion. This policy defines roles and responsibilities in respect to their approval and ongoing management.

Guiding Principles

- Under the delegated authority of the full Board, the Development Committee of the School Board, in conjunction with the Headmaster, is to approve all sponsorship proposals.
- All sponsorship arrangements must support the objectives and enhance the public image of Canberra Grammar School.
- No sponsorship arrangement can, in any way, negatively influence the agenda or outcome of Canberra Grammar School activities.
- No sponsorship arrangement can, in any way (directly or indirectly) result in a sponsor gaining access to the School's databases or any of its intellectual property.
- Canberra Grammar School should in no way become dependant on sponsorship which negatively impacts on any part of the School's curriculum or educational function.
- Any sponsorship arrangement entered into must contribute to enriching the life of the School community and improving the quality of education offered at CGS. Sponsors need to accept that the principal benefit of their sponsorship will be to directly or indirectly help prepare the young to assume their adult roles, promote civic responsibility and enhance individual economic, social and cultural benefits.
- There must be written sponsorship agreement in the case of arrangements involving significant amounts of money and an exchange of letters for relatively minor sponsorship arrangements.
- Before accepting or entering into a sponsorship arrangement the Canberra Grammar School will review all appropriate available material regarding the reputation and public standing of the proposed sponsor. This may include annual reports, websites, press clippings and similar.

Canberra Grammar will negotiate individual sponsorship arrangements within a range of benefits available.

These may include:

- Association with the School's prestige and educational excellence
- Brand exposure within our community
- Invitations to networking functions
- Acknowledgment as a CGS sponsor in publications
- Naming rights – clothes, buildings, boats, grounds

- Product/logo displays – as appropriate to individual sports
- Opportunities to address functions and events
- Link to relevant section of CGS website
- Special privileges for Old Boys who take up sponsorship opportunities
- Discounted facilities hire for company functions
- Signage
- Scholarships – naming rights

The Director of Development, under the guidance of the Development Committee, will ensure all major sponsorships operate within policy parameters and are managed according to the terms and conditions in the agreed contract.

Central management of Sponsorship contracts is to ensure:

- All approaches are coordinated and considered carefully
- All approaches are made in an appropriate and consistent manner with the backing of the School
- Company/individual identified is a suitable business partner
- Company's products, services and values are appropriate
- Company is not already in a contract agreement to sponsor CGS
- Company has not previously declined an approach

The Development Office will manage large sponsorship relationships in conjunction with the Individual or Association who identified or established the contact.

The Development Office will manage and monitor a Register of Contacts of Major Sponsors to ensure Individuals and Associations notify the School of their intention to make a sponsorship approach.

The aim is to ensure everyone asking on behalf of the School feels confident and capable of doing so, and every company approached has a positive experience of our School.

The Development Office will also manage and monitor a Register of Contacts for Minor Sponsors to ensure Individuals or Associations seeking raffle prizes, lucky door prizes etc can be as confident as possible their approach has a chance of success.

Note: This Register of Contacts for Minor Sponsors records the kind and amount of gifts for future reference to ensure adequate gratitude is expressed.

Contact

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