



Advertising and Sponsorship Policy

Rationale

Advertising and sponsorship arrangements at St Michael's Primary School is to benefit students and must be consistent with Gospel values and the purpose and goals of the school and Catholic Schools system.

With an increase in requests from businesses to advertise on the school website or school newsletter, the St Michael's Primary School Community Council has devised a policy to guide the decision making regarding sponsorship and advertising.

Aim

The Advertising and Sponsorship Policy aims to encourage community partnerships, make available other opportunities to support children's education, and obtain funding from varied sources to enhance the learning opportunities of our students.

Implementation and Procedures

Distribution of Advertising materials

Advertising material will be distributed, free of charge, if it is from an organization which is non-profit and the activity directly relates to children. For example if it is educational, sporting or enhances the life of children.

All flyers or advertising material must not be printed by the school. Advertising material will not be distributed by the school for profit making even if the activity directly relates to children. A flier may be displayed on a noticeboard or other medium with the principal's discretion. The Community Council's agreement to distribute advertising information does not in any way imply that it is preferred over other similar products or services and takes no responsibility for the quality of the product or the service.

Advertising on the school website or newsletter

Advertising on the school website or newsletter is permitted from an organization which is non-profit and the activity directly relates to children. For example if it is educational, sporting or enhances the life of children. Advertising in the newsletter is permitted. No advertising on the school website or newsletter will be accepted from profit-making organizations even though the activity may relate directly to children.

Sponsorship

Teachers are permitted to seek sponsorship for special projects to support their classroom programs, as needs arise. For example a teacher may approach a bakery for bread for a sausage sizzle or a hardware store for craft activities. Sponsorship may be sought for prizes for the school Walkathon or Twilight Fair. This sponsorship is acknowledged in the newsletter under a description of the project and in St Michael's Business Services Directory.

St Michael's Primary School follows the Sponsorship Policy devised by the Catholic Education Office.

Related Policies

Catholic Education Office Sponsorship policy

<http://www.ceocg.catholic.edu.au/policies/sponsorship.htm>

References: North Perth Primary School Advertising and Sponsorship Policy.

Approved by: St Michael's School Community Council

Date: 2011

Revision Date: 2016