



St. Michael's Woolmer Green C of E Primary School

Advertising and Sponsorship policy

Date of review:

April 2020

Date of next review:

April 2023

Responsibility:

Finance and Resources Committee

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 organisation 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.

A flier or banner may be displayed on a noticeboard or other medium at the Headteacher's discretion. The school'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 at school events

Advertising is permitted from an organisation 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 will be accepted from other organisations if the school's name and that of fundraising event is the main element of the advertisement and no agreement has been made to promote that company in any other way. Companies wishing to support such events may choose to be acknowledged in a programme for the day instead. The school will make families and local businesses aware of the opportunity to sponsor an activity/ or part thereof in advance of any events. The total of all funds raised will be shared with the school community with information as to how this will be spent.

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 Raffle. This sponsorship would be acknowledged in the newsletter under a description of the project.