



## 4.8 SPONSORSHIP POLICY

### Outcome statement

The school to access additional funding provided through relationships with sponsors who support and reflect the school's brand and values, reducing overall costs of activities of the school.

### Scope

The Board will authorise sponsorship arrangements that are mutually beneficial to the school and the sponsor.

The school's brand must be maintained.

A sponsor may be associated with a school group/team, without replacing or prioritising their name over the name of the school or group/team.

All rules and codes must be complied with.

### Delegations

The Board delegates responsibility to the Principal.

### Expectations and limitations

There is to be no conflict of interest between any commercial activities, the school's values and the Board of Trustees' strategic goals. Neither party shall bring the other into disrepute.

The Principal's approval is required before any sponsorship is applied for or offer accepted. The Board may be consulted at the Principal's discretion.

Written details to enable approval shall be provided outlining:

- What is requested/offered and why
- Details of the sponsor
- Who will benefit
- What conditions sought by the sponsor
- Duration of sponsorship

Sponsors may be provided updates on the progress and achievements of what they are funding. Recognition of the sponsorship may include:

- Letter of thanks
- Acknowledgement in school newsletter

- Logo's on sports uniforms no larger than 100 mm x 100 mm
- Invitations to events
- Placement of a plaque

Sponsorships will carry specific time frames. When that time frame expires, approval is required to re-negotiate.

The Board retains the right to cancel the sponsorship at any time during the period of the agreement should they not wish the sponsorship to continue.

### **Procedures/supporting documentation**

Delegation of Authority Policy.

Procurement and Contracting Guidelines/Procedures

### **Monitoring**

The Principal is responsible for overseeing sponsorship.

### **Legislative compliance**

- Refer to the Ministry of Education website for information on managing school finances and the Financial Information for Schools Handbook (FISH)
  - <https://www.education.govt.nz/school/funding-and-financials/school-finances/>

---

Reviewed: February 2026	Next review: February 2029
-------------------------	----------------------------

---