



Staploe Education Trust

# Sponsorship Policy

Version:	2.1
Author:	Trust Operations Director
Approved by:	Infrastructure Committee
Date:	Spring 2023
Review date:	Spring 2026

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## Purpose

Staploe Education Trust supports appropriate relationships with organisations, individuals and businesses in relation to advertising and sponsorship arrangements. These arrangements must be consistent with the Trust's priorities, values, objectives and policies.

The purpose of this policy is to provide guidelines for the promotion of products or services to pupils, parents/carers, and the wider Staploe Education Trust community.

## Aims

- To establish clear guidelines and processes when considering offers of sponsorship or arrangements for the promotion of products and/or services.
- To ensure the Trusts educational outcomes are not compromised and that the brand and reputation of the Trust is protected and not diminished as a result of such partnerships.

In considering offers or requests for advertising or sponsorship, the Trust Board will expect that such requests will meet with its overarching principles and as such will only communicate advertising and sponsorship material that:

- Is from reputable organisations with a positive public image;
- Ensures that the aims and objectives of the Trust are not compromised;
- Is of direct interest or benefit to pupils, their families or the wider school communities;
- Enhances pupil learning;
- Does not generate undue pressure on pupils, families or individual schools to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action;
- Does not involve endorsement of products or services by the Trust;
- Does not seek to principally use the Trust as an advertising vehicle.

Sponsorship with a value of £5,000 or above will be referred to the Trust Board for approval.

A full list of sponsors providing over £5,000 will be maintained on our Trust website [www.staploeeducationtrust.org.uk](http://www.staploeeducationtrust.org.uk)

## **Definitions**

Advertising or sponsorship - is the activity of attracting public attention to a product, service, or business, through print, broadcast, signage, banners, logos or electronic media within the Trust or at individual school functions and events.

This policy does not cover / include:

- A grant, including money, goods or other benefits provided to the Trust for a specified purpose, but with no expectation of attaining rights or benefits.
- A bequest that has no obligations on the Trust and offers little or no rights or benefits to the provider.

## **Inappropriate Advertising or Sponsorship**

Staploe Education Trust considers the following classes of activity or organisations as inappropriate for the purposes of advertising or sponsorship:

- Political parties;
- Tobacco and vaping companies;
- Gaming venues and products;
- Pornography;
- Human rights violations;
- Unacceptable environmental or ecological harm;
- Companies involved in criminal activity;
- Companies involved in the sale/promotion/distribution of alcohol;
- Companies involved in the sale/promotion/distribution of firearms and other weapons.

## **Requests for Sponsorship from the Trust**

Requests will be considered on individual merit by the school Headteacher in conjunction with the Trust. Where it is agreed to make a donation to an organisation this will be through non-public funds and in line with the Academy Trust Handbook.

For all collaborations and sponsorship, a written agreement on the specific support offered will be agreed by both parties. This agreement will include details of agreed contact people on both sides, the outcomes/outputs expected, how the agreement will be monitored and enforced and when and how progress reports will be provided to funders.

## **Limitations**

Agreements must permit Staploe Education Trust to withdraw where new developments mean that areas of the agreement compromise the overarching principles of the Trust.

## **Policy Review**

Policies will normally be reviewed on a 3-year cycle unless otherwise stated. This review may be brought forward as required by the Trust to reflect changes in supporting advice/guidance.