

## Sponsorship policy/procedure

*HDKA promotes a commitment to child safety, wellbeing, participation, empowerment, cultural safety and awareness including children with a disability, Aboriginal and Torres Strait Islander children and/or communities and children from cultural and/or linguistically diverse backgrounds.*

*HDKA has a zero tolerance of child abuse and a duty of care to prevent and manage child abuse risks including physical and online environments.*

### Purpose

Horsham and District Kindergarten Association (HDKA) recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the wider kindergarten community.

It is understood by the wider kindergarten community that participation in advertising and sponsorship will not generate pressure on children, families or kindergartens to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.

### Values

HDKA is committed to:

- Fostering community partnerships which provide mutual benefits to both the kindergarten and organisations or businesses.

### Scope

This policy applies to the Approved Provider, Nominated Supervisor, educators, staff, students on placement, volunteers, parents/guardians, children and others attending the programs and activities of HDKA services.

### Background

Sponsorship can help improve educational outcomes and the goals and objectives of HDKA. Sponsorship can also provide a sense of connectedness with the wider community.

HDKA will not engage in a sponsorship that:

- Engages in activity aimed at delivering or replacement core Department of Education (DET) or HDKA services
- Involves political parties, tobacco companies, gaming venues, companies involved in the sale or promotion of alcohol, and organisations involved in offensive or inappropriate activity
- Requires DET to directly endorse or promote its products and/or services
- Requires disclosure of the names or addresses held by the kindergarten to an external organisation as a benefit of sponsorship unless the individual's consent is sought.

### Legislation

- *Information Privacy Act 2000 (Vic)*

### Definitions

Sponsorship – the purchase of rights or benefits including naming rights delivered through association with the sponsored organisation's name, products, services or activities. The rights or benefits typically relate to the sponsor's reputation, management or communication objectives.

A sponsorship is not:

- A grant including money, goods or other benefits provided to the recipient for a specified purpose but with no expectation of attaining rights or benefits as outlined above

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- A bequest that has no obligations on HDKA and offers little or no rights or benefits to the provider
- The sale of advertising space, editorial comments or advertorials.

### Sources

[Education sponsorships](#)

### Procedures

The Executive Officer will investigate and negotiate all potential sponsorship and advertising arrangements. The Executive of the Committee of Management comprising of the President, Vice President, Secretary and Treasurer will reserve the right to exercise discretion over all sponsorship decisions.

The Executive Officer will provide the Committee of Management with details of any sponsorship or advertising proposals and see Committee approval before finalising any partnership arrangements. Any pecuniary interests by committee members must be declared to the Committee of Management at the time of the submission of the proposal.

All sponsorship and partnership arrangements will be considered on merit and decisions will be made on an individual basis.

When considering potential advertising and sponsorship arrangements the Committee of Management is required to adhere to the following guidelines:

- Sponsorship and advertising will be with organisations and companies where a clear and demonstrable benefit to the students and KDKA's programs can be guaranteed.
- Sponsorship and advertising arrangements must take into account the values and views of the kindergarten community as well as HDKA policies.
- Sponsorship and advertising arrangements will only be entered into with organisations and companies that have a positive public image and are associated with products and services appropriate for HDKA to align themselves with. Consideration will be given to:
  - The type of products or services the organisation markets
  - The marketing methods the organisation employs
  - The impact its products and processing have on issues such as the environment
  - Its public image as an employer, acceptability to the community and general reputation as a business.

Arrangements must not be entered into with companies directly involved with tobacco or alcohol products and/or any other products considered to be harmful to children and parents.

Arrangements must not be entered into with companies that seek information from HDKA that would contravene the Information Privacy Act 2000.

Each individual sponsorship arrangement will be reviewed on an annual basis.

There is a sponsorship agreement with:

- Clear rationale of purpose of sponsorship
- Defined roles and responsibilities
- Clearly articulated terms and conditions
- Benefits for all parties
- The duration of sponsorship
- Termination conditions and
- Evaluation

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### Arranging sponsorships

- Request a sponsorship proposal that has clear objectives, key performance criteria and an evaluation plan.
- Undertake a full analysis of the risks, costs and benefits of the sponsorship.
- In collaboration with the sponsor develop a sponsorship agreement that:
  - Sets out the terms of the sponsorship
  - Specifies that HDKA does not endorse the organisation or its products and that the arrangement must not be promoted or publicised as such
  - Provides termination or conflict resolution procedures
  - Apply information privacy principles of the *Information Privacy Act 2000* to all sponsorships.

### Acknowledgement

The level of acknowledgement provided to sponsors should be consistent with the level of sponsorship. This acknowledgement must be in a form which can be positively associated with enhancing education outcomes and the public image of HDKA must be considered at all times.

While forms of acknowledgement may vary some examples that could be considered include:

- Placement of a notice in a format that has the prior approval of the sponsor for the duration of a sponsored activity or for an agreed period of time.
- Public display at functions of temporary signage acknowledging the sponsorship.
- Acknowledgement of the sponsorship in newsletter such as an advertisement or speeches.
- A letter of appreciation to the sponsor.
- Inclusion of a by-line, forward or advertisement from the sponsor in the kindergarten's newsletter.
- Attendance by the sponsor at HDKA functions and an opportunity for the sponsor to make an address or present an award.
- Acknowledgement does not sanction endorsement of the sponsor, their services or products.
- Newsletter advertising.
- Notice board.
- Fun day supporters bundle – flyer
- Flyers will not be distributed until the individual pockets outside the kindergarten rooms.

All enquiries to be directed to the Executive Officer. The Executive of the Board of Management reserves the right to exercise discretion over all sponsorship decisions.

### Service policies

- *Privacy and confidentiality policy*

### Attachments

- Attachment 1: Sponsorship thank you letter

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(insert date)

Dear sponsor

Thank you for your generous support of Horsham and District Kindergarten Association for our (insert function). The (function) was a great success and helped us to provide a friendly, welcoming and stimulating learning environment for our children supported by the provision of excellent staff, equipment, buildings and grounds and facilitated active family participation.

We are again seeking your help for our (function) to be held this year on (insert date).

To facilitate a successful (function) we are again seeking your support for the following:

### **Sponsorship**

As well as providing general funds used for the purchase or payment of goods and services used at the (function) you or your organisation can choose to sponsor a specific function, activity or entertainment event on the day.

### **Donations**

We will be running a (list - eg silent auction, sausage sizzle, lucky dips, food stalls, cake stalls, raffles). Donations of goods and/or services would lead to a more profitable event.

### **Donation acknowledgement at the (function)**

- Where you donate an item for a raffle etc your company's name will be included on any material associated with that activity.
- Where you have supplied an item for use only on the day of the (function) acknowledgement will be made next to the item at the (function).
- Where discount vouchers or 'buy one get one free' vouchers are donated the value of the donation will be calculated as 10% of the value of the discount or free item. This assumes that 10% of people receiving the voucher will claim it.

### **Supplies**

We need food supplies as well as paint and craft supplies. We also need (list – eg generators, fridges/eskies, stalls).

We hope you are able to support our fundraising efforts and visit us at the (function) on (date).

Yours sincerely

(insert name)

**Executive Officer**