



Policy Title: Advertising & Sponsorship Policy	Effective Date:	January 2025
LT Member Responsible: COO	Review Date:	January 2027
Governors' Committee Responsible: Strategy & Audit Committee		

1. Introduction

- 1.1 Sheldon School recognises that, as a commercial reality, the school may, from time to time, seek financial support for the school's various activities through advertising and sponsorship.
- 1.2 This policy defines advertising and sponsorship as they relate to Sheldon School and details the procedure and limitations that apply to the solicitation or acceptance of advertising or sponsorship.
- 1.3 The purpose of this policy is to:
 - a. Uphold the school's reputation and corporate identity
 - b. Further the school's strategic vision and support its priorities
 - c. Secure best value for money and maximise income
 - d. Establish a corporate approach and standards (including best practice)
 - e. Ensure compliance with legislation and other school policies
 - f. Support development of commercial partnerships with the private sector
 - g. Safeguard the image and environment of the school community

2. Context

- 2.1 Advertising is a form of communication used to raise awareness, encourage or persuade an audience to do or believe something. Advertising is usually paid for by advertisers or sponsors.
- 2.2 Advertising messages can take a variety of forms and can be viewed via a variety of traditional and new media (e.g. newsletters, Sheldon TV, outdoor banners, e-mail, blogs, websites and text messages).
- 2.3 Sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organisation which offers in return rights and association that may be used for commercial advantage in return for the sponsorship investment.
- 2.4 To sponsor something is to support an event, activity, person, or organisation financially or by providing products or services.
- 2.5 Sponsorship does not include donations or charitable contributions with no expected reciprocal benefit.

3. General Principles

- 3.1 The over-riding principle of this policy is that Sheldon School has an obligation to protect its name and reputation. Therefore, the headteacher, and where appropriate under this policy, the Board of Governors, have the right to determine what advertising we would be willing to support and who may be a sponsor of a school event or activity.

3.2 The school will refuse applications from individuals or organisations which are in dispute with the school or where there is pending/active legal action. Where an existing sponsorship arrangement is in place, this will be brought to the headteacher for a decision whether or not to cancel the sponsorship arrangement and refund the individual or organisation for any unused sponsorship period. Any decision made by the headteacher will be reported to the next meeting of the Strategy & Audit Committee.

3.3 We will specify in advance the evaluation criteria and weightings to be used when considering tenders for the supply of goods or services to the school and communicate these to all interested parties accordingly. As a matter of courtesy, we may include existing sponsors of relevant goods or services in the invitation to tender, but will treat any bid they submit in exactly the same way as any other, using the pre-determined evaluation criteria and scoring matrix

3.4 The school will not permit any advertising or sponsorship that represents a conflict of interest or is likely to cause serious or widespread offence. Particular care should be taken to avoid causing offence on the grounds of race, age, religion, sex, sexual orientation or disability.

3.5 Whether advertising and/or sponsorship is a suitable method or whether external requests to use school-owned platforms should be approved, will be decided on a case-by-case basis on the merits of each opportunity or request.

Advertising

3.6 All advertising (marketing communications) submitted to the school to be placed on school-owned advertising platforms should be legal, decent, honest and truthful and compliant with national guidance published by the Advertising Standards Agency (ASA).

3.7 Similarly, all advertising on school-owned advertising platforms must adhere to the British Code of Advertising, Sales Promotion and Direct Marketing. The school will also abide with all relevant legislation including the Town & Country Planning Act and the Supply of Goods & Services Act.

3.8 The school will not accept advertising content or sponsorship proposals that contain, infer or suggest any of the following: -

- Advocacy of, or opposition to, any politically or socially controversial subjects or issues
- Disparagement or promotion of any person or class of persons
- Promotion or incitement of illegal, violent or socially undesirable acts
- Promotion of tobacco products, weapons, gambling or illegal drugs
- Advertising of financial organisations and loan advancers with punitive interest rates
- Promotion or availability of adult or sexually orientated entertainment materials
- Advertising that infringes on any trademark, copyright or patent rights of another company
- Claims or representations in violation of advertising or consumer protection laws

Sponsorship

3.9 Sponsorship is not a way for any company or organisation to be viewed favourably by the school in any other business arrangements entered into by both parties.

3.10 Organisations that will not be considered or approved for sponsorship opportunities include, but are not limited to, those which represent a conflict of interest or are connected directly or indirectly with the following: -

- Advocacy of, or opposition to, any politically or socially controversial subjects or issues
- Disparagement or promotion of any person or class of persons
- Promotion or incitement of illegal, violent or socially undesirable acts
- Promotion of tobacco products, weapons, gambling or illegal drugs

- e. Financial organisations and loan advancers with punitive interest rates
- f. Promotion or availability of adult or sexually orientated entertainment materials
- g. An infringement on any trademark, copyright or patent rights of another company

3.11 Any sponsorship proposal which involves pupil uniforms or team kits or equipment bearing endorsements must be approved by the headteacher.

3.12 The size and positioning of sponsors' logos on any school promotional material, resources, signage or website must be considered by the headteacher.

3.13 A sponsor cannot use the school's name without specific consent from the headteacher.

4. Responsibility

4.1 All advertising requests and sponsorship proposals will be carefully considered by the Chief Operating Officer (COO), taking into account the perceived merits of each opportunity of request based on the following information: -

- Name of the sponsor
- Nature of the proposed sponsorship (including whether cash or provision of goods or services)
- Amount of proposed sponsorship
- Benefit to the school
- Benefit to the sponsor
- Duration of the proposed sponsorship
- Other relevant information

4.2 The headteacher and the COO have been authorised by the Board of Governors to approve advertising requests and sponsorship proposals within the scope of this document up to the value of £2,000. Any such requests or proposals approved by the headteacher or COO will be fully documented and notified to the Strategy & Audit Committee. Our internal auditors will also be asked to check that there is appropriate documentation to support any income received as a result of advertising or sponsorship arrangements.

4.3 Where the school is approached with an advertising request or a proposal of sponsorship which exceeds £2,000 in value or 12 months in duration, the Strategy & Audit Committee will be consulted first for approval to proceed. This is to enable wider consideration of the implications and conditions of the advertising / sponsorship arrangement, including the public perception of associating the school's name with the advertiser / sponsor.

4.4 Any organisation denied an advertising request or sponsorship proposal by the headteacher or COO may make a submission to the Board of Governors to review that decision. The decision of the Board of Governors is final.

4.5 All school employees and volunteers must comply with this policy.

4.6 A register of sponsorships will be maintained by the school and will be available for inspection.