



Advertising & Sponsorship Policy

Date written:	February 2025
Date adopted/reviewed:	April 2025
Review schedule:	Triennially
Policy Area:	FINANCE

Aims and Ethos

At All Saints CE Primary School & Nursery it is our aim to raise standards by promoting a school ethos that is underpinned by core Christian values. Our Christian values support all areas of learning and can contribute to pupils' motivation to learn. It is recognised that this will be most successful when the values and attitudes promoted by the staff provide a model of behaviour for the children. All our policies and decision making are formed through the lenses of these Christian values to ensure that our school lives them out in all aspects of its collective life.

1. Introduction and aims

1.1 All Saints CofE Primary 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 All Saints CofE Primary 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:

- Uphold the school's reputation and corporate identity
- Further the school's strategic vision and support its priorities
- Secure best value for money and maximise income
- Establish a corporate approach and standards (including best practice)
- Ensure compliance with legislation and other school policies
- Support development of commercial partnerships with the private sector
- 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, social media, outdoor banners, email, 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 All Saints CofE Primary School has an obligation to protect its name and reputation for the benefit of the children and families who attend the school. Therefore, the headteacher, and where appropriate under this policy, the Governors, have the right to determine what advertising would be supportable 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 Chair of Governors 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 Chair of Governors in this respect will be ratified by the Governing Body at their next meeting.

3.3 The Schedule of Financial Delegation determines responsibility for decision making and approval for supply of goods or services to the school. Where appropriate or required, 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.

3.4 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 the same way as any other, using the pre-determined evaluation criteria which will be open to scrutiny by the Governing Body.

3.5 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 ensure the school meets legal and moral obligations towards those with protected characteristics, including race, age, religion, sex, sexual orientation or disability.

3.6 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

3.7 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).

3.8 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.

3.9 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

3.10 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.

3.11 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
- Financial organisations and loan advancers with punitive interest rates
- Promotion or availability of adult or sexually orientated entertainment materials
- An infringement on any trademark, copyright or patent rights of another company

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

3.13 The size and positioning of sponsors' logos on any school promotional material, resources, signage or website must be considered by the headteacher. In principle, they should be discrete and in keeping with the overall purpose/design of the school uniform / kit.

3.14 A sponsor cannot use the school's name without specific written consent from the headteacher. This consent may be withdrawn at the school's discretion. By using the school's name, the sponsor agrees to ensure it will be used in line with this policy, specifically section 3.11.

4. Responsibility

4.1 All advertising requests and sponsorship proposals will be carefully considered by the School Business Manager / Headteacher, 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 school business manager 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 school business manager will be fully documented and notified to the Board of Governors.

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 Governing Body 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 School Business Manager may make a submission to the Governing Body to review that decision, however the Governors will also consider the view of the Headteacher. The decision of the Governing Body is final.

4.5 All school employees and volunteers (including Governors) must comply with this policy.

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

5. Review

5.1 This policy will be reviewed by the Governing Body at least every three years, or sooner if required.

Appendix 1: Register of Sponsors

Sponsor	Nature of Sponsorship	Amount / Duration	Approved by	Date