



## Brentwood School

### Commercial Sponsorship Policy

Document Owner:	Bursar		
Relevant to:	Whole School		
Relevant Legislation/Guidance:	<a href="#">ICC Advertising and Marketing Communications Code</a>		
Last reviewed by:	SLT July 2023		
Last approved by and date:	Executive Committee 5th September 2023		
Last Updated	n/a		
Next review due:	September 2026		
Current version published:	11th September 2023		
Circulation:	All Staff	Governors	Website
Related & supporting Policies:	Anti Corruption & Bribery Policy	Conflict of Interest Policy	Modern Slavery Statement
	Roles and Responsibilities of Governors	Safeguarding Policy	

## COMMERCIAL SPONSORSHIP POLICY

### 1. Purpose

Brentwood School may on occasion receive offers of sponsorship from potential commercial sponsors. Offers may range from the provision of equipment or kit to the funding of new school facilities. Whilst the school does not typically seek such sponsorship arrangements, it will consider offers of sponsorship if, in the view of those listed below, they will benefit the School. All such requests will be considered in line with the parameters set out in this policy.

In addition, as part of the Brentwood School Foundation work, the School may actively seek sponsorship in order to help fund transformational Bursaries. This type of sponsorship is managed under the 1622 Corporate Partnership Scheme. In seeking such sponsorship all offers and arrangements will also be underpinned by the parameters set out in this policy.

#### Definition of Sponsorship

The International Chamber of Commerce (ICC) defines sponsorship as:

*Any communication by which a sponsor, for the mutual benefit of sponsor and sponsored party, contractually provides financing or other support in order to establish an association between the sponsor's image, brands, products or services and a sponsored event, activity, organisation, individual, media or location.*

#### Sponsorship in Schools

*The ICC Advertising and marketing code states: Sponsorship addressed to or likely to influence children and young people should not be framed so as to take advantage of their youth or lack of experience. Furthermore, such sponsorship should not be framed so as to harm children or young people mentally, morally or physically, nor to strain their sense of loyalty for their parents or guardians*

### 2. Roles & Responsibilities

#### The School

Will prioritise what it regards as in the best interests of its pupils, and its responsibility to uphold the trust of the school community, when entering into and maintaining any approved sponsorship relationships.

#### Sponsorship Liaison Officer (SLO)

The School will designate a member of the Senior Leadership Team as the school's Sponsorship Liaison Officer. The current nominated SLO is the Director of Development.

The SLO will act as first contact for all sponsorship requests and will triage accordingly. Some requests will be refused if the SLO assesses them to be inappropriate or contravening

the intention of this policy. For requests triaged for due consideration, the Sponsorship criteria (see item 3.) sets out the process that will be followed for a consistent approach.

**The Director of Development**

Will be responsible for all sponsorship arrangements supporting the Brentwood School Foundation and will:

- Consider the significance of the bursary funding being offered, in combination with the sponsorship criteria set out in item 1. of this policy.
- Will submit all proposals for the express benefit of the School Foundation (up to any value) for SLT approval.
- Will prepare a suitable partnership agreement for each approved arrangement (see item 7.)
- The Development Office will separately report on the Foundation corporate sponsorship list.
- Will regularly update the Governing Body about the list of all active corporate sponsors of the School Foundation.

**The Headmaster and Bursar**

Will assess, with the support of the Sponsorship Liaison Officer, the value of each potential sponsorship to ensure that partnerships are only developed with organisations whose aims, ethos and values complement those of the school.

**The Governing Body** will consider partnerships with commercial organisations that are longer term, higher in value and have more significant marketing requirements. Any potential conflict in interest will also be considered alongside the school's sponsorship criteria.

### **3. Sponsorship Criteria**

In triaging requests and advising SLT, the SLO will apply and evaluate a request against the following criteria (and any other information deemed relevant):

- a. The benefits of sponsorship outweigh any costs to the school such as the impact on staff time and maintenance costs of equipment.
- b. The Commercial sponsorship does not undermine health promotion
- c. The Commercial Sponsorship is only for additions or improvements and does not set out to fund core services or functions of the school
- d. Where the sponsor is providing educational material or equipment, this must support the school's curriculum and provide added value to pupils'.
- e. The organisation's activities, products and/or services are age-appropriate for the pupils who attend the school
- f. The organisation has a positive public reputation

- g. The organisation complies with all relevant legislation, e.g. safeguarding legislation where it will have contact with pupils and data protection legislation where it will process any data on behalf of the school
- h. There are no conflicts of interest between the organisation and a member of the governing board, SLT or staff – or, where there is a conflict of interest, this has been declared and managed in line with the Conflicts of Interest Policy

#### 4. Approval pathways

If the initial evaluation is satisfactory, a proposal will need to be approved using one of two pathways:

**SLT** - For requests that:

- Are short term or one-off
- Have subtle or discrete expectations for advertising or marketing
- Have a total value of sponsorship that is less than £5,000

**Governing Body** - For requests that:

- Are long term
- Have high profile expectations on advertising or marketing
- Have a total value of sponsorship that is greater £5,000

#### 5. Implementation

If approved the SLO will undertake the following to implement and monitor the sponsorship arrangements:

- If deemed appropriate by the bodies approving the request, ensure that a suitable Partnership Agreement is drawn up by the school and approved by both parties (see item 7.). This Agreement should be proportionate and appropriate to the size and nature of the Sponsorship.
- Designate ownership of sponsorship arrangements based on who is most suitably able to monitor the agreement. The owners should be given a copy of this policy, and they should distribute it to those involved.

In addition the SLO will:

- Keep a record of all requests including those not approved by the School
- Share any important information/lessons with SLT and the Governing Body
- Involve parents in decisions about sponsorship opportunities where appropriate
- Distribute this policy to involved parties as required

## 6. Publicity and Marketing Activity

All publicity and marketing activity undertaken as part of the sponsorship must be adherent to the schools ethos and values. In particular the following restrictions must be observed:

- Marketing or publicity must not directly state that the school endorses the company or product; this includes any requested testimonials, reviews or endorsements
- Marketing or publicity must not explicitly encourage pupils, parents and/or school stakeholders to purchase the product or service the commercial partner provides
- Sponsor logos should be small and should not be larger or more prominent than the school logo or name
- Explicit sales messages such as 'Company X: Number one in our field' should be avoided
- Companies should not be allowed to make claims that their product is superior to others
- Information should not suggest that the sponsor is the only supplier of that type of product or service.

If in any doubt about any of the above or guidance is needed about publicity and marketing related to Sponsorship, please contact the SLO and Head of Marketing.

## 7. Partnership Agreement

If a sponsorship arrangement is approved, a written agreement with the commercial sponsor setting out the expectations of both parties should then be drawn up by the school and submitted for review by the appropriate body (see item 4.) This will ensure that both parties are clear about the extent and limitations of the sponsorship relationship and it provides an opportunity to clarify what the commercial sponsor seeks to gain from the arrangement. The written agreement should be proportionate, for small commercial sponsorship arrangements an exchange of letters may be enough.

Key issues to be covered by the written agreement include:

- A description of the resources to be provided by the commercial sponsor
- A description of the marketing or other benefits that the sponsor will receive
- Clarification as to which party is responsible for the costs associated with producing marketing materials
- Whether or not there are co-sponsors
- A description of the licensing and intellectual property rights owned by the parties
- A statement that the sponsor will not receive preferential treatment during tendering processes for commercial contracts
- Details on how, and in what circumstances, either party can terminate the agreement.