



# ST STITHIANS COLLEGE

## ST STITHIANS COLLEGE SPONSORSHIP AND ADVERTISING PROCEDURES

*Amended: April 2024 | Updated: Aug 2025*

*Approved by Exco Sept 2025*

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### 1. DEFINITION

A **sponsorship** is a negotiated partnership where a sponsor provides payment (cash, products, services, or combination) in exchange for agreed commercial and marketing benefits associated with the partnership.

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### 2. ALIGNMENT WITH COLLEGE ETHOS

#### 2.1 Mission Alignment

All sponsorships must align with the College's mission to provide liberal education with Christian teaching, maintaining international standards relevant to the Southern African community.

#### 2.2 Brand Appropriateness

- Sponsors must not conflict with the College's mission or ethos
- **Prohibited:** Alcohol, cigarettes, drugs, gambling etc.
- **Preferred:**
  - Suppliers relevant to the activity (e.g., sports equipment for sporting events)
  - Business partners (bankers, technology suppliers)
  - Educational, cultural, or community service supporters

#### 2.3 Visual Standards

- St Stithians badge must always be visually dominant when appearing with sponsor logos
- Sponsor logo criteria: appropriate size, content, shape, and colour coordination
- **Prohibited locations:** Chapel, confined spaces where College identity may be overwhelmed
- **Uniform policy:** No sponsor logos on official school uniform (except if approved by the Head of School for sporting teams or events)

#### 2.4 Data Protection

- Parent/student contact lists will **never** be provided to sponsors
- All communications remain under College management
- Sponsor messages may be included in College communications with prior approval

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### 3. SPONSORSHIP CATEGORIES

#### Tier 1-4: Managed by Advancement Office (Events Department)

- **Tier 1:** Major, long-term sponsors (R millions) requiring exclusivity
  - Managed through closed tender (minimum 3 competitors)
- **Tier 2:** Event sponsors (e.g., Saints Sports Festival)
  - Coordinated by the Advancement Office to prevent conflicts with existing agreements
- **Tier 3:** External advertising revenue
  - Requires ongoing liaison with external providers, town planners and local council
- **Tier 4:** Permanent/semi-permanent internal advertising
  - Floodlights, scoreboards, billboards, shelters, booms

#### Tier 5: Managed by Individual Schools

- Minor sponsorships including:
  - School tours and events
  - Tour/event clothing
  - Parent cost assistance
  - Scholarship student support
  - Event transport
- **Further Guidelines can be found in Appendix A: St Stithians College Sport/Event/Tour Sponsorship and Branding Guidelines (Nov 2025)**

*Note: Tier 5 proposals requiring cross-school coordination must involve the Head of Advancement and Deputy Rector*

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### 4. EVALUATION CRITERIA

#### 4.1 Initial Assessment

1. Sponsor's objectives and rationale
2. Alignment with College objectives
3. Mutual benefit potential
4. Brand synergy with College values
5. Exclusivity implications
6. Contract duration appropriateness
7. Extension rights implications
8. Payment value and schedule
9. Performance measurement methods
10. Campus environment impact
11. Sponsor credibility

#### 4.2 Contract Renewal Assessment

1. Contract implementation success

2. Payment history
  3. Quality of sponsor-College relationship
  4. Campus environment impact
  5. Mutual added value
  6. Triple bottom line satisfaction
  7. Alternative sponsor opportunities
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## 5. APPROVAL PROCESS

### 5.1 Authority

- **Rector:** Approves all contracts and signs agreements
- **Reference Group:** Established where necessary to assist Rector in reviewing guidelines and implementation
- **College Executive/Council:** Consulted on major contracts as required

### 5.2 Requirements

- All proposals must meet procedure requirements
  - Approval required from Head of School (Tier 5) or the Head of Advancement (Tier 1-4) before engaging potential sponsors
  - All St Stithians sponsorship agreements governed by this process
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## 6. NAMING RIGHTS

### 6.1 Distinction

Clear separation between:

- **Recognition naming:** Exceptional service, distinguished alumni/staff
- **Donor Naming:** Individual or group donations or bequests constituting **at least 50%** of the total project value for new or renovated facilities.
- **Sponsor naming:** Commercial partnerships

**For further details refer to the document ST STITHIANS COLLEGE NAMING RIGHTS Pertaining to Donors and Sponsors**

### 6.2 Duration

Sponsor naming rights are typically limited to event-based agreements valid for contract duration.

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## **7. ADMINISTRATIVE REQUIREMENTS**

### **7.1 Record Keeping**

Original contracts stored in Head of Finance office.

### **7.2 Internal Communication**

- Fundraising activities using advertising/sponsorship must inform Head of School
- Head of School informs the Rector and the Head of Advancement to ensure coordination across all schools and activities

### **7.3 External Liaison**

Maintain contact with:

- Existing sponsors (ongoing relationship management)
- Potential sponsors (proactive development)
- Advertising Standards Authority (compliance requirements)

### **7.4 Media Relations**

All sponsorship media inquiries directed to the Director of Marketing and Communications who will inform the Rector, who may delegate response authority.

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## **8. SCOPE OF APPLICATION**

These procedures apply to all entities using College logos, crests, or names:

- All College schools and committees
- Sports codes and associations
- Parents Association and sub-committees
- Council and alumni associations
- External events on St Stithians facilities

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*For detailed implementation guidelines, refer to Appendix A: St Stithians College Sport/Event/Tour Sponsorship and Branding Guidelines (Nov 2025)*