



## **ST STITHIANS COLLEGE SPONSORSHIP POLICY**

### **Definition**

1. A sponsorship is a negotiated partnership between a partner and an event, organisation or property, whereby the sponsor pays their fee in cash, products, service, or a combination thereof, for the right to agreed commercial and marketable benefits associated with the partnership.
2. Whilst commercial partnerships with outside concerns, with an objective of raising funds for the College, may be undertaken, such events are differentiated from sponsorship of College events.

### **Alignment with the Ethos of the College**

3. The schools' mission is to fulfil the Founders vision of providing a liberal education with Christian teaching in an effective school, based on international standards, and relevant to the entire community of Southern Africa
4. It is thus critical that the sponsorship and its associated advertising and promotional materials should in no way conflict with the mission, or the ethos of the schools
5. The attributes of a sponsor's brand should not clash with the traits of the St Stithians ethos. For example, the advertising of alcohol, cigarettes, drugs or gambling is considered inappropriate.
6. Where the brand of the sponsor appears in conjunction with St Stithians, the latter shall always be visually dominant. This applies particularly to banners and signage.
7. A sponsor's logo may not be displayed on any official school uniform items, but will be permitted on ancillary clothing, kitbags, etc.
8. Whilst exposure to the parent body will frequently be a sponsor's objective, addressable lists for direct access will not be made available to the sponsor. However the College may negotiate with the sponsor access to the database on condition that the integrity of the database is upheld and that it will be managed at all times by the College. Access will be decided, on the basis of the spirit and content of this policy.
9. This policy will apply to any body, committee, school or association that uses the College logos, crests, name(s), etc. to identify themselves or any event or activity they may organise. It therefore applies to inter alia, the Schools (including all committees, sports codes, etc) the Parents Association (including any sub-committees), other parent associations, Council, and the alumni association. It applies to any other events (non-College) organised on any St. Stithians College facilities.

### **Categories of Sponsors**

10. Tier 1: These are large, longer- term sponsors (in R millions) who are likely to require exclusivity in their business category. The College will manage this by conducting a closed tender of a minimum of three interested competitors.
11. Tier 2: These are typically event sponsors e.g. of the rugby festival. The College will ensure that the organisers are fully aware of any other sponsorship agreements in force, in order to prevent a clash of interest.

12. Tier 3: This is income generated from external advertising (in some cases generated under servitude agreements). Close and ongoing liaison with the town planners and local council will be essential, to maintain this revenue stream.
13. Tier 4: This involves permanent or semi-permanent advertising on internal sites such as scoreboards, billboards around fields, seat shelters and booms. These will not clash with the higher tiers of sponsorship.
14. Tier 5: This is incidental sponsorship of a minor nature, e.g. sponsoring transport to a school event. Proposals in this regard will be brought to the attention of the Rector or his agent, so that there can be constant monitoring of the situation across the 5 schools.

### **Criteria for a proposed Sponsorship**

15. The checklist to be used will be as follows:
  - 15.1. What is the reason for the company seeking the sponsorship (e.g. brand awareness, desire to increase market share, penetration of a specific market segment)?
  - 15.2. Does the proposed sponsorship meet the schools' objectives?
  - 15.3. Can the sponsor's objectives be met by working with the schools?
  - 15.4. Is there synergy or "fit" between the sponsor's brand and the College?
  - 15.5. What would the implication be of a request for exclusivity?
  - 15.6. Is the requested duration of the sponsorship appropriate?
  - 15.7. What are the implications of proposed extension rights?
  - 15.8. Are the payment amounts of appropriate value?
  - 15.9. Is the payment schedule acceptable?
  - 15.10. Does the sponsor have a clear method of determining the performance of the sponsorship?
  - 15.11. What will be the impact on the school environment?
  - 15.12. Is the potential sponsor a credible organisation?
  - 15.13. Will the contract satisfy the concept of the "triple bottom line"?

### **Approval of Contracts**

16. The Rector will approve all Contracts.
17. Policy and implementation will be referred to the Fundraising and Events Committee.
18. Approval will only be given if proposals meet the requirements of this policy.
19. Certain contracts that may have a substantial impact on the College, may be referred to the Fundraising and Events Committee, the College Executive, College Council or Trust, for consultation and/or approval.
20. The sponsor and the Rector (or a designated College official) will sign contracts.
21. All sponsorship agreements of whatever nature involving St. Stithians College will be governed by this process.

### **Naming Rights**

22. A clear distinction will be made between naming rights associated with exceptional service contribution, large bequests or distinguished past staff and students, and between sponsor's naming rights.
23. In general, the sponsor's naming rights will be related to events and will be valid for the duration of the sponsorship contract.

### **Record Keeping**

24. Original contract documents will be kept at the school, in the office of the Bursar.

## **Criteria for Renewing a Sponsorship Contract**

25. The checklist will be as follows:

- 25.1. Have the main points in the original contract been implemented?
- 25.2. Have all payments been satisfactorily received?
- 25.3. How well did the sponsoring company interact with the College and its officials?
- 25.4. What was the impact on the school environment?
- 25.5. Is there added value to the schools and to the sponsor by renewing the contract?
- 25.6. Were the aspects of the "triple bottom line " satisfied?
- 25.7. Are there any better options from other potential sponsors?

## **Internal Liaison**

26. There will be effective communication to ensure co-ordination of sponsorship agreements for all 5 schools, for all sports codes, and other activities:

- 26.1. The Fundraising and Events Committee will be advised of any fundraising activity that intends using some form of advertising or sponsorship as a mechanism to raise funds.
- 26.2. The Rector or his/her agent will report regularly to the schools concerning the status of sponsorship income to the College.

## **External Liaison**

27. Contact will be maintained with:

- 27.1. The existing contracted sponsors, ensuring at all times that all parties involved are aware of their different responsibilities in operating the sponsorships.
- 27.2. Potential sponsors in an on-going pro-active process.
- 27.3. The Advertising Standards Authority, regarding changes to codes of sponsorship practice. (Potential sponsors will be required to adhere to the Advertising Standards Authority (ASA) code of sponsorship)
- 27.4. ISASA, in the event of their generation of guidelines for independent schools.
- 27.5. Professional Institutes -to keep abreast of trends and development in sponsorship practice, e.g. the MFSA and the ACA.

## **Public Relations**

28. Any media enquiries regarding sponsorship will be referred to the Rector, who may then delegate an officer of the College to respond on behalf of the College.

**Approved by the College Executive Committee: 26 January 2004**

**1<sup>st</sup> Amendment approved by the College Executive Committee: 23 October 2006**

**2<sup>nd</sup> Amendment approved by the College Executive Committee by Email resolution: 08 November 2010**