

ACCEPTING SPONSORSHIP GUIDE

Purpose

This guidance is relevant for Parents and Citizens Associations who are considering accepting sponsorship arrangements. In this context, sponsorship means any paid contribution by a separate entity to support P&C activities, in return for negotiated benefits, such as promotion. Sponsorship arrangements with P&Cs are often short-term. However, a long-term relationship between the P&C and sponsor is possible, particularly where there is co-branding of a regular event or programme.

Sponsorship Considerations

In assessing whether to engage in sponsorship activities, P&Cs should consider:

- where any sponsorship material will be displayed, is this affected by Department of Education policy?
- whether the proposed sponsorship arrangement will be cost-effective
- consistency with the aims of the Association, including whether the proposed sponsorship arrangement is likely to:
 - impact on the P&Cs capacity to meet its purpose
 - cause offence
 - mislead, misrepresent or deceive
 - involve any real or perceived conflict of interest
 - imply P&C endorsement or favourable treatment of the sponsor
- whether the terms and conditions of any sponsorship arrangements are achievable and reasonable
- whether the sponsorship arrangement would be likely to create the impression of endorsement, approval or support; particularly in relation to donations from politicians, P&Cs are within their rights to accept and acknowledge any contributions to their school community via politicians so long as any language used in acknowledging these cannot be construed as endorsement of the individual or party

- the appropriateness of sponsorship arrangements involving sponsors engaged with:
 - tobacco or alcohol products
 - gambling products or services
 - firearms, weapons or related products
 - human or animal cruelty
 - political activities.

Better Practice Processes

P&Cs should:

- wherever possible, use consistent sponsorship agreements or contracts for sponsorship arrangements
- ensure that any sponsorship arrangements allow for the P&C to refuse or withdraw from the arrangement at its discretion
- have in place relevant approval arrangements, see below for 'Accepting sponsorship at a P&C Meeting'
- endeavour to seek independent legal advice when require

Accepting sponsorship at a P&C Meeting

All sponsorship proposals must go through a P&C general meeting before being accepted. This ensures adequate consultation and acceptance of the proposed opportunity. P&C members are required to put the sponsorship proposal in writing as a motion, this will then be debated, voted upon and minuted at the meeting. We recommend the terms and conditions of all sponsorship proposals be written out and signed at these meetings, for the reference of the P&C and sponsoring entity.

The P&C should liaise with the school principal to determine whether the sponsorship arrangement meets the appropriate criteria.

If you still have unanswered questions, please get in touch with the WACSSO staff, our advice is informed by feedback from P&Cs who have dealt with sponsorship agreements in the past.

This document was created using guidelines from the Department of Finance's ['Accepting Sponsorship Information Sheet'](#).