

MICHAEL PARK SCHOOL AND KINDERGARTEN POLICY

SPONSORSHIP

Rationale

Sponsorship and fundraising are the responsibility of the proprietor, the Rudolf Steiner School's Trust (RSST), on behalf of Michael Park School. It is important to the school that any sponsorship or fundraising initiatives entered into are consistent with the Special Character and the school's core interests, values and strategic goals as described in its Charter and annual plan. The school is committed to minimising explicit commercial advertising, logos and slogans within the learning environment. Notwithstanding these limitations the Board understands the potential benefits of constructive relationships with external organisations and welcomes sponsorship and fundraising initiatives entered into by the RSST where they are in accordance with the RSST's sponsorship policy.

Purpose

- To define the Board's role in any sponsorship initiatives which the school enters into.

Guidelines

1. Eligibility of sponsors, use of the Michael Park logo and name, acknowledgement arrangements, written material and access to the school mailing list and termination arrangements will be as described in the guidelines of the RSST sponsorship policy, August 2017:

Eligibility

- MPS welcomes sponsorship from companies as long as:
 - the interests of the company are not opposed to the interests and values of Michael Park School
 - the work and the image of the company are such that the reputation of Michael Park School is unlikely to be tarnished or harmed by cooperation with it.

Use of the Michael Park School logo

- The Michael Park logo may only be used by the sponsor following express written permission accompanied by instructions for use of the logo.

Use of the Michael Park School name

- Michael Park School must be consulted whenever and wherever its name is used. Any copy which refers to the joint project or initiative must be approved by Michael Park School before it is used.

Acknowledgements

- The type of acknowledgement that the sponsor will receive will be discussed before the sponsorship agreement is finalised. This could take the form of wording such as ‘working with’, ‘in association with’, ‘supported by’, ‘sponsored by’ or ‘made possible by’ accompanied by the sponsor’s logo.

Written material

- Michael Park School retains a veto over all materials produced in connection with a joint activity/initiative.

Access to Michael Park’s mailing list

- Sponsors will not be allowed direct access to the Michael Park School database. However, the sponsorship agreement may include an arrangement for them, or Michael Park School, to forward agreed information on to relevant Michael Park School families.

Mutual termination of agreement

- Michael Park may withdraw from a sponsorship arrangement if the conditions of the agreement are not adhered to, as may the sponsor. Any sponsorship, advertising, grants, fundraising and benefactor relationships must recognise the right of Michael Park School to terminate should the general principles of the policy no longer be met
2. The Board will be consulted by the RSST in the formation and review of their policy and procedures relating to sponsorship and fundraising.
 3. The RSST will present to the Board a sponsorship plan for the coming year and a report on sponsorship activities for the current year in term 4 of each year.
 4. The RSST will provide the Board with termly updates on the sponsorship activities to date
 5. The Board will communicate to the RSST any issues concerning sponsorship or fundraising activities via written communication to the RSST.
 6. No sponsorship arrangement will be entered into without prior approval from the Board.

Ratified by Board/RSST:



Signed for BOT/RSST

Date: 31/07/2017