



Corporate Sponsorship Policy

Policy Statement

In making a decision about sponsorship, consideration will be given to the dignity of the student, the appropriateness of the activity for students, the good name of the College and freedom of choice of all associated with the College to be involved with the sponsorship. In some cases fairness may require a formal and transparent tender process.

Rationale

Teaching and learning remain the primary focus of the Villanova College community. Sponsorships can be mutually beneficial by providing resources to support the educational mission of the College and providing the sponsor with significant marketing opportunities.

Principles

- A sponsorship will only be considered when it does not diminish the primary focus of the College community i.e. teaching and learning
- Sponsorships will only be considered with organisations whose public image, products and/or services are consistent with the ethos and values of the College

Values

- The integrity, ethos and values of the College should not be compromised for short term goals.

Definition

Sponsorship includes:

- Any form of advertising in official College publications
- Provision of funds, products and/or services to support College events, sporting teams, musical and cultural activities and other College extracurricular activities in return for promotional recognition and acknowledgment
- Rebates from suppliers

Sponsorship does not include recognition given by the College for donations made voluntarily to the College.

Implementation

- All sponsorships must be reviewed by the College Business Manager, and approved by the Principal
- Care must be taken to ensure that the core images of the College represented are not compromised by a sponsor's recognition or logo.
- All sponsorship arrangements will be subject to existing accountability and reporting requirements
- All sponsorship arrangements should be reached through negotiation and must be documented. Small-scale activities (involving payments of up to \$10,000) need only be documented in the form of an exchange of letters or a minute; larger scale activities (involving payments over \$10,000) should be in the form of a formal contract. Where the College seeks to establish a large scale sponsorship (i.e. involving payments over \$10,000) a formal tender process is to be adopted. Legal advice should be sought when developing and negotiating sponsorship. Consultation with College Council is required prior to executing a sponsorship agreement.
- Sponsorship activities should not require the College or its staff or students to provide endorsements for products or services.

- Sponsors must not state or infer in their own advertising that Villanova College, its employees or students recommend their product or service.
- The College should only deal with reputable companies and be sure that the products and services involved are of a high quality and compatible with the College's value system.
- Care must be taken to ensure that:
 - a. Promotional material associated with the sponsorship is in good taste.
 - b. Members of the College community are not alienated because of a sponsorship arrangement.
- Under no circumstances will a sponsor be licenced or authorised to use the College crest or College motto in its advertising.
- The College reserves the right to terminate or cancel a sponsorship should such action be deemed in the College's best interests.

Policy Endorsement: Approved by Council 18 February, 2004; 17 September, 2014

Policy Reviews: February 2009, September 2014

Next Review: 2019