



Trinity St. Peter's

Church of England Primary School

where children shine

Trinity St Peter's Sponsorship & Donations Policy

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Aims

To establish clear guidelines and processes when considering offers of sponsorship or arrangements for the promotion of products and/or services.

To ensure the school's educational outcomes are not compromised and that the reputation of the school is protected and not diminished as a result of such partnerships.

Definitions

Sponsorship - is the activity of attracting public attention to a product, service, or business, through print, broadcast, signage, banners, logos, electronic media within the school or functions and events.

Donation – is a grant, including money, goods or other benefits provided to the school for a specified purpose, but with no expectation of attaining rights or benefits; or a bequest that has no obligations on the school and offers little or no rights or benefits to the provider.

Sponsorship

In considering offers or requests for sponsorship or advertising, the school will expect that such requests will meet with its overarching principles aims and ethos, including (but not limited to) where the sponsorship:

- Is from reputable organisations with a positive public image;
- Ensures that the aims and objectives of the school are not compromised;
- Is of direct interest or benefit to pupils, their families or the wider school communities;
- Enhances pupil learning;
- Does not generate undue pressure on pupils, families or individual schools to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action;
- Does not involve endorsement of products or services by the school;
- Does not contravene the school's public sector ethos;

Requests to provide sponsorship

All offers or queries regarding sponsorship must be made directly to the school in writing/email (adminsupport@tsp.sefton.school). Following receipt of the offer, the school will arrange an informal meeting with the potential sponsor to discuss terms.

All sponsorship agreements must be agreed by the Head and ratified by the Governing Body at their next meeting; following that, school will confirm timeframes and agree expectations around branding and publicity in writing.

The Headteacher's decision shall be final on all sponsorship arrangements and must sign off any branded materials before production. School will arrange/order the agreed items and invoice the sponsor accordingly.

Donations

Donations can be made at any time via the school Justgiving page (<https://www.justgiving.com/friendsoftrinitystpeters>).

Donors can be recognised for their generosity via the school website and social media if they wish to be acknowledged.

The school reserves the right to refuse a donation if they feel it is not in the best interests of the school, or falls outside of the guidelines laid out above. Any sponsors/donations should also declare a pecuniary interest where necessary. The Headteacher's decision shall be final.

Reviewed during academic year 2024/25

To be reviewed during academic year 2025/26