



Advertising, Promotion, Donation and Sponsorship Guidelines

Adopted: 19/11/2018

Willetton Primary School P&C may be approached by or initiate requests for, external organisations and individuals for support of a P&C or school event or programme. This support may be a gift of goods or services, a financial donation, volunteering at an event, other donation of other benefit, or of providing a service at an event. The extent of acknowledgement or advertising of the offer is at the discretion of the P&C.

Examples of offers/arrangements may include:

- Donating a financial contribution to the P&C.
- Donating a prize for a raffle, competition, event or similar.
- Donating a portion of proceeds from a business offer to the P&C in exchange for promoting the business or offer.
- Volunteering help at an event (e.g. Sausage sizzle, cake stall, etc.)
- Providing a service option to school families at an event (e.g. Food provision at sports carnival, picnic, etc.).

The P&C will not consider paid advertising.

All offers need to be approved by the P&C committee. If a time-sensitive opportunity arises between general meetings, the offer can be considered and approved by the executive committee. All significant (e.g. large sums), long-term offers and any that affect the school directly (e.g. Banners on fences, etc) must be approved by the school Principal.

It is important that the following points are considered before accepting an offer:

- Is the product/service/offer appropriate for our students and school families?
- Does the product/service/offer align with the values and policies of the P&C and School (e.g. enhancing student experience, building community, healthy eating, sustainability)?
- Is there an educational or tangible benefit for the P&C and/or the School?
- Is the business/individual an ethical, reputable company/person?
- Will it conflict with or detract from a current service/offer/event provided by the P&C, School or other supporter?
- Will it require the supporter to have access to the students or their personal details? (must be referred to the Principal).
- Participation in an offer must be voluntary.
- The P&C prefers to support school-family and local community businesses first.

The P&C have the ability to:

- Acknowledge the donation/offer by a thank you letter/appreciation certificate to the business/individual.
- Acknowledge and/or promote a donation/offer on the P&C Facebook page.



- Acknowledge and/or promote a donation/offer on P&C notes going home with students about the event or fundraiser (or electronically via Connect). Note: all notes going home to students need to be approved by the office/principal.
- Acknowledge and/or promote a donation/offer within the P&C section of the school newsletter, subject to approval by the Principal.
- Acknowledge and/or promote a donation/offer on temporary posters/notices etc around the school, subject to approval by the Principal.