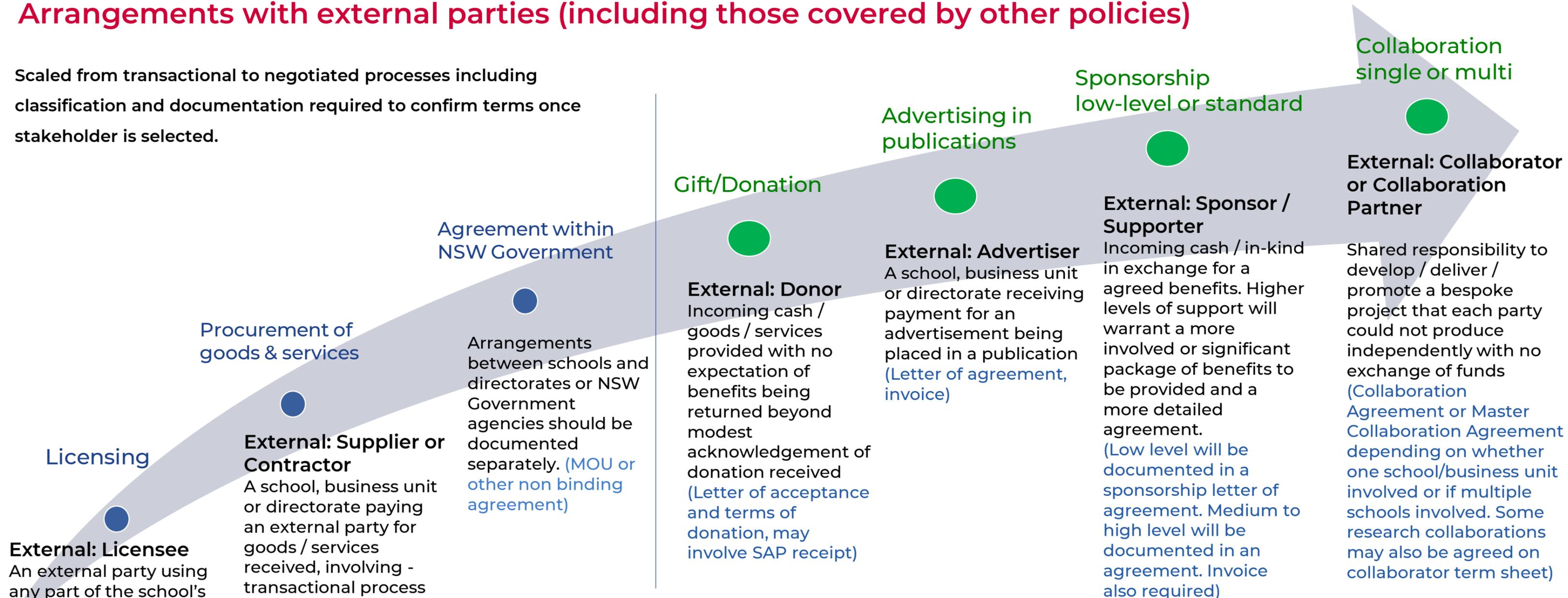


Commercial Arrangements, Sponsorship And Donations Policy

Arrangements with external parties (including those covered by other policies)

Scaled from transactional to negotiated processes including classification and documentation required to confirm terms once stakeholder is selected.



External: Licensee
An external party using any part of the school's premises for community, private or commercial use (whether for a fee or not) without significant involvement of school. (Documented in a licence (eg Community Use, OSHC, Canteen, Uniforms - See [Sharing of School Facilities Policy](#)))

External: Supplier or Contractor
A school, business unit or directorate paying an external party for goods / services received, involving - transactional process (PO & invoice and may require goods/services agreement depending on size, scope, complexity – See [Procurement Policy](#))

Procurement of goods & services

Agreement within NSW Government

Arrangements between schools and directorates or NSW Government agencies should be documented separately. (MOU or other non binding agreement)

Gift/Donation

External: Donor
Incoming cash / goods / services provided with no expectation of benefits being returned beyond modest acknowledgement of donation received (Letter of acceptance and terms of donation, may involve SAP receipt)

Advertising in publications

External: Advertiser
A school, business unit or directorate receiving payment for an advertisement being placed in a publication (Letter of agreement, invoice)

Sponsorship low-level or standard

External: Sponsor / Supporter
Incoming cash / in-kind in exchange for a agreed benefits. Higher levels of support will warrant a more involved or significant package of benefits to be provided and a more detailed agreement. (Low level will be documented in a sponsorship letter of agreement. Medium to high level will be documented in an agreement. Invoice also required)

Collaboration single or multi

External: Collaborator or Collaboration Partner

Shared responsibility to develop / deliver / promote a bespoke project that each party could not produce independently with no exchange of funds (Collaboration Agreement or Master Collaboration Agreement depending on whether one school/business unit involved or if multiple schools involved. Some research collaborations may also be agreed on collaborator term sheet)

Notes:

- The Commercial Arrangements, Sponsorship & Donations Policy applies to arrangements on the right
- A 'collaboration' or 'partnership' does not involve one party paying the other to perform an activity or provide goods. If the Department is being paid for rights to access a school ground this will likely be licensing rather than sponsorship or collaboration. If the Department is paying for an external party to perform an activity or provide goods this will be a goods or services procurement.
- A preferred approach is to keep sponsorship and procurement activities entirely separate so that they can be assessed on their own merits. ICAC Sponsorship Update Dec 2018

Commercial Arrangements, Sponsorship And Donations Policy

Ready reckoner of supporting templates for this policy

<p>Gift or donation (Incoming)</p> <p>What is happening?</p>	<p>Sponsorship (Incoming – low level)</p>	<p>Sponsorship (Incoming - standard)</p>	<p>Collaboration (Single school, business unit or directorate)</p>	<p>Master Collaboration (Multiple schools)</p>	<p>Advertising in publication</p>
<p>School receives cash or value in kind goods or services from an external party with, at most, a modest acknowledgement given in return</p>	<p>An external party provides cash or value in kind goods or services or low level support a particular program, event, or initiative and receives agreed sponsor benefits in return</p>	<p>An external party provides cash or value in kind goods or services or support a particular program, event, or initiative and receives an agreed package of sponsor benefits in return</p>	<p>An exchange of non-financial contributions with an external party to develop a bespoke program, event, or initiative. The parties will share some responsibilities.</p>	<p>Same as single school collaboration but multiple schools may participate.</p> <p>Will either be centrally coordinated or a template agreed that schools can use if they choose to sign up.</p>	<p>Any external party paying to advertise in a school publication</p>
<p>Examples</p> <p>External party donates cash or makes its people or facilities available free of charge</p> <p>In each case only a modest acknowledgement is provided in return</p>	<p>School seeks donations to support the running of a school awards night.</p> <p>External party provides cash and equipment to support and gets to present an award.</p>	<p>Department seeks donations to support a teaching scholarships program</p> <p>External party provides cash to support the scholarship and gets to announce one of the recipients and be mentioned in materials.</p>	<p>A school and not for profit jointly develop and run a music project together using expertise, personnel and resources of both parties and with some activity at the school.</p> <p>No payment from either party or students or parents.</p>	<p>A not for profit offers to run a wellbeing project at any interested school. Schools will assist with content. No payments by either party.</p> <p>Business and Engagement enter into the master agreement. Schools sign a template agreement to join</p>	<p>Local sporting association pays to place advertisement in school newsletter which appears on the school website and in hardcopy.</p>
<p>Template to use</p> <p>Letter acknowledging gift or donation</p>	<p>Sponsorship letter</p>	<p>Sponsorship agreement</p>	<p>Collaboration Agreement</p>	<p>Master Collaboration Agreement (optional template agreement)</p>	<p>Letter of agreement for advertising</p>
<p>External party role</p> <p>Donor</p>	<p>Sponsor / Supporter</p>	<p>Sponsor / Supporter</p>	<p>Collaborator</p>	<p>Collaborator</p>	<p>Advertiser</p>
<p>When not to use template</p> <p>If more than a modest acknowledgment is required in return there may be an exchange of value which could be sponsorship or advertising.</p> <p>Policy requirements for assessment of donor is not met</p>	<p>The Department has to make any payment to the external party.</p> <p>Policy requirements for assessment of sponsor and project are not met. Benefits provided suit a full agreement.</p>	<p>The Department has to make any payment to the external party.</p> <p>Policy requirements for assessment of sponsor and project are not met</p>	<p>There is payment by one party to another</p> <p>More than one external party</p> <p>Multiple schools</p> <p>Complex arrangements (eg IP, data or privacy)</p>	<p>There is payment by one party to another</p> <p>More than one external party.</p> <p>The arrangement is complex enough to require longer form agreement.</p>	<p>The advertising is on school fences or other physical property</p> <p>The advertising is inconsistent with Department policies</p>