



WELLINGTON SCHOOL SPONSORSHIP AND ADVERTISING POLICY

This policy refers to both Wellington Senior School and Wellington Prep School

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1.0 Introduction

Wellington School will consider and receive sponsorships from commercial or other organisations. This will often involve a donation and/ or a supply of goods and services.

Sponsorships may or may not include conditions which could have a tax implication for both parties which need to be considered very carefully with the Director of Finance.

In addition, donations and sponsorships from certain companies may carry reputational risk for the School. Origins of sponsorships, particularly those offered with no strings attached but where ongoing or new business is offered, could be construed as a bribe and care is required when considering such offers. It is essential that due diligence is completed during negotiations and that all details are fully documented to ensure both parties understand the relationship.

2.0 Key Principles

Wellington School will consider all sponsorship against the following six principles: -

- The benefits to students should outweigh the costs
- Commercial sponsorship must not undermine the promotion of a healthy lifestyle or the wellbeing of the Wellington community.
- Extra care should be taken because sponsorship leads to marketing to children and young people
- Marketing activity should be proportionate
- Commercial sponsorship should be used for additions or improvements, not for funding core services
- Sponsorship must support the curriculum and provide added value to a student's experience

3.0 Procedures following sponsorship proposal

Any member of staff may be approached by individuals or organisations and offered sponsorship. However, any offer of sponsorship must be referred in the first instance to the Director of Operations and the Director of Development, who will discuss the opportunity with the Leadership Team (LT). Individual members of staff are not permitted to negotiate or agree any form of sponsorship independently.

If the School is approached with an offer of sponsorship for a major event, the Director of Development will have initial discussions about the opportunity and will then refer the matter to the LT.

The LT will evaluate the sponsorship proposal, including: -

- Reviewing the proposal against the six principles (set out at 2.0, above)
- Considering any potential reputational risk
- Considering any Bribery risk (see the Anti-Corruption and Bribery Policy for further information)
- Reviewing any conditions for the sponsorship (e.g. publicity for an event, duration of sponsorship or just a mention in an events programme)
- Considering whether the proposal would incur VAT or not.

Once the sponsorship proposal has been approved in principle by the LT, it will be referred back to the Director of Development who will negotiate sponsorship terms and take the following actions

- Confirm any terms by email if the value of the sponsorship is under £1000
- Prepare a Sponsorship Agreement with terms and conditions if over £1000 (see section 4.0, below)
- Create and keep records of the Sponsorship Agreement and set a flag for reviewing and potentially renewing the Sponsorship Agreement once the current agreement expires.

Once sponsorship is agreed, the Director of Finance will consider whether VAT should be charged and, if it is, will raise an appropriate invoice. The LT will discuss and agree what the funds may be spent on (subject to the terms of the donation).

For some or all of the sponsorship the LT will approve the increase in the relevant department's spend budget. The funds must be spent in the year that they are given or, in the case of funds given during the summer holidays, in the next academic year.

4.0 Agreements

All written agreements should be proportionate and, for small commercial sponsorship where the sum is less than £1000.00, an exchange of letters will be sufficient.

Where commercial sponsorship of over £1000.00 is agreed, this must be based on a written agreement prepared by Wellington School which clearly sets out the expectations of both parties.

This ensures that both sides are clear about the extent and limitations of the sponsorship relationship and provides an opportunity to clarify what the commercial sponsor seeks to gain from the arrangement.

Key issues to be covered by the written agreement include:

- a description of the resources to be provided by the commercial sponsor;
- a description of the marketing or other benefits that the sponsor will receive;
- clarification as to which party is responsible for the costs associated with producing marketing materials;
- whether or not there are co-sponsors;
- a description of the licensing and intellectual property rights owned by the parties;
- a clause noting the Freedom of Information responsibilities of the public sector organisation;
- a statement that the sponsor will not receive preferential treatment during tendering processes for commercial contracts;
- details on how, and in what circumstances, either party can terminate the agreement.

5.0 Corporate Support

5.1 The sponsorship opportunities outlined would have four main objectives

- To encourage Wellington School parents and supporters, including Wellington School alumni, to consider the sponsor's product/service when making decisions as to which supplier they use
- To offer the sponsor an opportunity to promote its service to the Wellington School community, raising awareness of the service and sales offered by the sponsor
- To raise awareness of Wellington School and the sponsor working in partnership to support projects in the School or events.
- To provide an editorial, including response phone number, direct to sponsor, promoted via the Prep and Senior School newsletters, subject to the Head's approval and as appropriate.

5.2 Marketing and Media – Opportunities

Corporate support should generally be confined to two elements;

- a. Individual advertisements in event programmes
- b. Sponsorship of individual events or prizes

Any deviation or offer of support other than the above should be considered on an individual merit basis by the Head in the first instance and then in consultation with the Leadership Team. It may be that the Head will inform the Chair of the External Relations Committee of the sponsorship opportunity. No such offer of support will be accepted without the Director of Development or Director of Finance carrying out appropriate due diligence.

In respect of a) & b) above, acknowledgement would be given in a variety of some or all of the listed avenues;

- Credit in various news editorial and press releases, website and news stories produced by Wellington School
- Photo opportunity for a sponsor at the event (subject to compliance with the School's Safeguarding Policies and GDPR Policy)
- Display of a sponsor's banner (at their cost) at the site of the event
- Inclusion of a specified advertisement in the event programme
- Access to 'sponsors only area' to entertain clients, prospects or customers at off-site venues where hospitality options are available
- Corporate logo on publicity and promotional literature materials acknowledging support of an event
- Mention of support via the PA system at an event
- Opportunity to list the sponsor's business/service on the Wellington School marketing information
- Company logo listed on the sponsors collective page of credits in the annual report and on the website & limited period 'Sponsors Board' on School display
- Prizes
- Sports Tours
- Black Tie dinners
- Drama and music productions
- Art Exhibitions
- Endorsements

There would be a strict veto on any direct promotion of a corporate entity to the Wellington Community which includes naming recognition on anything visual, except under exceptional circumstances.

5.3 Special Events- Opportunities

There is from time to time a range of special events and opportunities including: -

- **Production and Anniversary Receptions** – one-off events, sponsored by a corporate sponsor who may be acknowledged on supporting materials. Numbers vary depending on events. This portfolio includes all school productions and performances.
- **Building or Subject Support** – Various opportunities exist throughout the campus such as theatre lighting, staging, and many science aspects. Wherever there is a particular interest, naming opportunities can be afforded.
- **Ten Tors Wellington Teams** – Annual. Support of the 45- and 35-mile teams of six walkers with training weekends with students and additional staff training. Logo delivery on kit.

5.4 Proportionate marketing

Wellington School will consider the following matters in relation to proportionate marketing: -

- marketing must not directly state that the School endorses the company or product;
- sponsor logos should be small and should not be larger or more prominent than the school logo or name;
- explicit sales messages such as ‘Company X: Number one in our field’ should be avoided;
- companies should not make claims that their product is superior to others;
- information should not suggest that the sponsor is the only supplier of that type of product or service.

Published sponsorship messaging is not targeted to individuals but may be placed near content related to the sponsor’s interest. For example, an advert for a sports product may be displayed in a sports tour brochure. The display and/or the sponsorship is not necessarily related to our content in any way. Sponsor messaging may also appear in or around our campus under the same guidelines, at the discretion of the Head.

Wellington School will maintain a distinct separation between sponsor messaging and any other school policy, activity, process or editorial content in published and online material.

5.5 Where Sponsorship will not be considered

Wellington School will refuse any sponsorship or messaging that we believe is incompatible with our mission or charitable purposes.

Corporate sponsorship that is prohibited by Wellington School includes:

- Alcohol
- Tobacco and vaping products
- Junk Food
- Energy drinks
- Firearms/weapons
- Fireworks
- Pornography
- Gambling/lotteries
- Political issues
- Social causes
- Religious topics
- Unethical production practices
- Comparative Sponsorship (no mention of competitive brand names within a banner)

Online (email/website) sponsorship formats that are prohibited by Wellington School include:

- Pop-ups and floating displays or surveys
- Displays that have forms within them to collect personally identifiable information while a visitor is on the Wellington School website
- Sweepstakes

The presence of paid advertisements or editorials on our campus, clothing or in our published material (both online and offline) does not imply endorsement of the sponsor company or product and sponsors must not make unsubstantiated educational claims in material used for sponsorship claims.

6.0 Review

There will be regular review of the policy and sponsorship to include: -

- how Wellington School will share and learn from previous commercial sponsorship opportunities;

- how records of commercial sponsorship contracts are kept to assist in monitoring or responding to Freedom of Information requests;
- how the School will involve parents and students in decisions about future commercial sponsorship opportunities;
- consideration of the evaluation from the outset of a project and whether evidence was gathered to support the evaluation. It is important to record whether or not the sponsorship met the aims, as laid out in the written agreement. This provides a useful opportunity to consider whether similar opportunities should be sought in the future and to make sure that any difficulties can be addressed in future commercial sponsorship arrangements.
- whether students or parents benefitted from the sponsorship
- whether there were any unforeseen costs to the School
- whether the sponsorship met the aims and expectations of the sponsoring organisation
- What parents and students thought of the sponsorship and whether there were any comments/complaints
- Whether the sponsorship was mentioned in the media and, if so, was this positive or negative

These guidelines are intended to provide general guidance. They are not exhaustive and are subject to change at the discretion of the Leadership Team and/ or Board of Governors at any time. The Leadership Team and/ or Board of Governors reserve the right to remove any sponsor company message at any time from Wellington School material during the period of the sponsorship agreement.