

A large, stylized logo in the background. It features the word "and" in a light blue, lowercase font. Below it is a red silhouette of a person with arms raised, possibly a child or a person in a dynamic pose. The logo is composed of thick, rounded shapes in yellow, blue, and red. The text "SPONSORSHIP, DONATIONS AND ADVERTISING POLICY" is overlaid on the logo in a bold, dark blue, uppercase font.

**SPONSORSHIP, DONATIONS
AND ADVERTISING
POLICY**

Parents and Friends Federation

Sponsorship, Donations and Advertising Policy

PURPOSE

This policy will ensure the federation's decisions about sponsorships, donations and gifts are consistent with our mission and values.

SCOPE

The policy will cover

- **Sponsorships by** the Federation (e.g. such as the provision of sponsorship to the Qld Catholic Schools and Colleges Music Festival)
- **Sponsorships of** the Federation (e.g. sponsorship of the Federation Conference by Catholic Church Insurance)
- **Donations or gifts by** the Federation to external bodies or causes.
- **Donations or gifts to** the Federation by external bodies or individuals.
- **Advertising** by the federation i.e. where we pay money for advertising the federation.
- **Advertising** where we receive money from others advertising in federation media or events (e.g. in the newsletter (ParentChatter) or on our website)

The policy applies to the Federation at state level but not to diocesan councils nor school P&F Associations.

POLICY STATEMENT

- The primary source of funding for the Parents and Friends Federation is the levies paid by the Parents and Friends Associations in Catholic Schools. The expectation of parents and the responsibility of the Federation is that the money will be spent wisely in promoting parent interests. These are described in the mission, values and strategic plan of the federation.
- In accordance with the strategy in the Federation's strategic plan, we will seek 'to enhance the financial security of the Federation by exploring sources of additional funding'.
- The Federation may choose to accept offers of sponsorships, advertising, gifts and donations to enhance its financial resources where these offers meet the criteria in the section below.
- The Federation will not consider any offers which promote inappropriate products or services to children.
- The Federation is under no obligation to accept any offer of sponsorship or donation even when an offer meets the criteria.
- The Federation does not seek to sponsor events or organisations that are external to catholic education or are not related to the federation purpose.
- The Federation does not provide gifts or donations to individuals, organisations or causes.

Criteria for accepting offers of sponsorship, donations or advertising

The sponsorship, donation or advertising

- Is consistent in fact and appearance with the mission and values of the Federation
- Is compatible with the ethos of Catholic education
- Assists in the achievement of the Federation strategic plan

The Federation will **NOT** accept offers of sponsorship, donations or advertising which:

- are linked to a requirement of the Federation to endorse any product, policy or service
- are linked to the promotion or sale of tobacco, alcohol, drugs or gambling
- are considered offensive or inappropriate by the State Committee
- may embarrass or damage the reputation of the Federation or Catholic Education.

AUTHORITY

The State Committee will authorise any sponsorships, donations or advertising on behalf of the Federation.

REVIEW

This policy will be reviewed by the State Committee in 2016.

Approved by State Committee

Date 16 March 2013



Signed by Chair Karl McKenzie