

# Damascus College Sponsorship Procedures

July 2016

## **Introduction**

The Damascus College Sponsorship Procedures have been developed in line with the College's Sponsorship Policy, which outlines the framework for sponsorship activities conducted at Damascus College. These procedures are intended to provide Damascus community members (students, parents, staff, alumni and friends of Damascus) with a step-by-step guide that clearly outlines the process to be followed in order for sponsorship proposals to be considered and assessed by the relevant people within the College.

As stated in the College's Sponsorship Policy "A sponsorship is a financial or in-kind arrangement in which a sponsor provides a contribution to support Damascus College in return for certain specified benefits, or in which Damascus College provides a financial or in-kind contribution to a third party for certain specified benefits. The sponsorship must not conflict with the vision, mission and values of Damascus College and must not limit the College's ability to carry out its functions fully or impartially."

## **Contents**

This document contains the following information:

- Sponsorship Proposal Flowchart
- Sponsorship Proposal Checklist
- Sponsorship Proposal Form
- Sponsorship Proposal Assessment Form

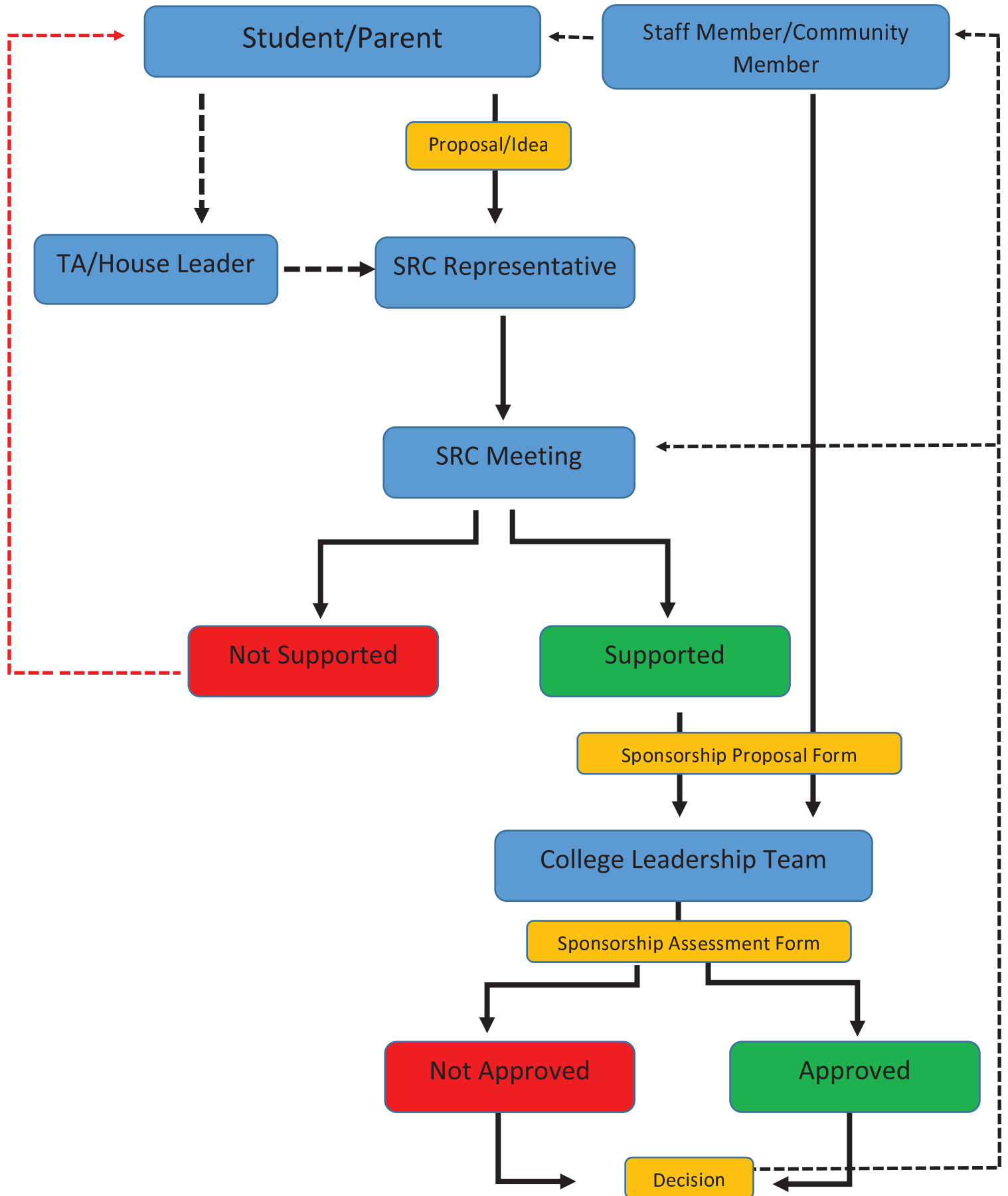
## **Next Steps**

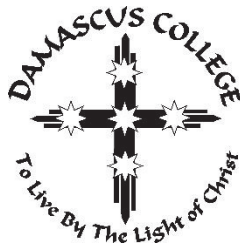
If you would like to request sponsorship by, or to, Damascus College, please follow the steps outlined in this document.

If you are unsure of how to proceed, please contact the College on (03) 5337 2222 or email [info@damascus.vic.edu.au](mailto:info@damascus.vic.edu.au)



# Sponsorship Proposal Flowchart

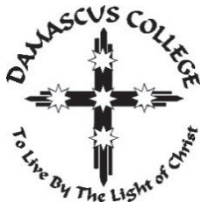




## Damascus College Sponsorship Checklist

**Please refer to the checklist below before submitting your Sponsorship Proposal Form:**

- Have you followed the process outlined in the Sponsorship Proposal Flowchart?
- Does the sponsorship conflict with the vision, mission and values of Damascus College?
- Have you checked that the sponsorship does not limit the College's ability to carry out its functions fully or impartially?
- Do both parties understand the objectives, benefits, terms and conditions of the sponsorship, including the ways in which the sponsor will be recognised for their contribution?
- Have you checked that the College is NOT recommending goods, services or businesses as part of the sponsorship?
- Have you checked that an employee of the College does NOT receive any personal or perceived benefits from the sponsorship?
- Does the cost of you managing and evaluating the sponsorship outweigh the value of the sponsorship?
- Do you have a sponsorship agreement in place/drafted?  
If so, is there an exit clause included on the sponsorship agreement which allows the College to terminate the sponsorship agreement, should the nature of the arrangement become unsatisfactory?
- If using the College logo, ensure that the Sponsors' logo does not overshadow the College logo?
- If you are wanting to acknowledge a Sponsor on any College-crested uniform items, have you sought approval from the Principal?
- If sponsorship is from a member of the school community for individual pursuits, can a mutual benefit with the wider school community be demonstrated?



Submit Via E-mail

Print Form

## Sponsorship Proposal Form

Date:

Name of person/group submitting the proposal:

Name of person initiating the sponsorship:

Name of group/organisation this sponsorship is supporting:

(Please attach a flyer, website link and/or contact details for this group organisation)

What is the objective of this sponsorship?

Please outline how you intend to raise awareness about this group/organisation as part of your sponsorship activities:

What type of sponsorship are you proposing?

Financial

In Kind

(monetary value)

(non-monetary value)

What is the In Kind contribution to be provided by the sponsor to the recipient?

What is the financial cost for this sponsorship? Please include a breakdown of costs to the sponsor and recipient

Proposed start date of sponsorship:

End date of sponsorship:

How will this sponsorship be funded? Eg. Where will the money come from to pay for this sponsorship

Who will be organising this sponsorship? Please list names of students, staff or groups.

Name of staff supervisor/s: All sponsorship proposals must have at least one staff supervisor who has agreed to take on this responsibility

Who would you like to participate in this sponsorship? Please list names of students, staff or groups and proposed involvement.

What benefits do you hope to achieve as a result of this sponsorship? eg. Brand awareness, support community etc

Is there a sponsorship agreement in place/draft? If so, are the terms and conditions agreed on by both parties?

How will the sponsor be recognised as part of the sponsorship agreement?

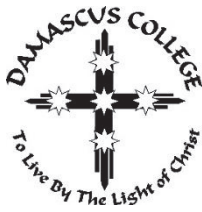
Please outline the resources that will be required for this sponsorship? Eg. Marketing materials, manpower etc

If this sponsorship will involve visitors to/from the College, please provide details:

By what date do you require a decision on this proposal?

I/We have read and understood the Damascus College Sponsorship Checklist prior to submitting this proposal form. Please attach a copy of completed Checklist with this form.

I/We have read and understood the Damascus College Sponsorship Procedures



# Sponsorship Proposal Assessment Form

## FOR OFFICE USE ONLY

Date:

Name of sponsorship proposal:

Name of person/group submitting the proposal:

Name of person/group undertaking this assessment:

Does the proposed sponsorship fall into one of these categories?

Sponsorship for/from a charitable organisation:

Is it consistent with the College's Social Justice Policy?  Yes  No

Does it raise awareness about the charitable organisation and/or Damascus?  Yes  No

Is there an action plan to involve all students and school community?  Yes  No

Sponsorship for/from an individual to support personal initiatives:

Is there mutual benefit with the wider school community?  Yes  No

Is it consistent with the College's Social Justice Policy?  Yes  No

Is there an action plan to involve all students and school community?  Yes  No

Sponsorship for/from a group or organisation (non-charitable):

Is it consistent with the College's Social Justice Policy?  Yes  No

Does it raise awareness about the organisation and/or Damascus?  Yes  No

Is there an action plan to involve all students and school community?  Yes  No

Please answer Yes/No in regard to the sponsorship?

Does it conflict or be seen to conflict with the vision, mission and values of Damascus College?  Yes  No

Does sponsorship limit the College's ability to carry out its functions fully or impartially?  Yes  No

Is there a sponsorship agreement in place/drafted?  Yes  No

If so, does it include ways in which the sponsor will be recognised for their contribution?  Yes  No

If so, is there an exit clause included which allows the College to terminate the sponsorship agreement, should the nature of the arrangement become unsatisfactory?  Yes  No

Does the College recommend goods, services or businesses?  
(should be No)  Yes  No

Does the cost of a staff member managing and evaluating this sponsorship outweigh the value?  Yes  No

Is the College logo included in the sponsorship?  
If so, the College logo must not be overshadowed by the Sponsors logo  Yes  No

Is acknowledgement of sponsor to occur on any College-crested uniform items?  
If so, approval from the Principal is required  Yes  No

Does this proposal have the support of the SRC (if requested by students/parents)?  Yes  No

Has a staff supervisor been nominated for this sponsorship agreement?  Yes  No

Are there any concerns regarding funding this sponsorship?  Yes  No

Are there concerns with the resources (manpower and marketing materials) required for this sponsorship?  Yes  No

Detail of other comments or concerns regarding this proposal:

Has this sponsorship proposal been approved?  Yes  No

Amendments required to proposal:

Reasons why proposal has not been approved, if applicable:

Date of approval/non-approval:

Signature of person undertaking this assessment: