



COMMUNITY PARTNERSHIPS (SPONSORSHIP) of SCHOOL and DEPARTMENTAL ACTIVITIES including DONATIONS OF GOODS & SERVICES

For those parents who have an interest in becoming a Community Partner (sponsor) of the school or are interested in seeking financial support or donations of goods and services to benefit the school and/or P&C functions (i.e. the Golf Day, Car Boot Sale, 2010 Family Fair, stalls & activities, Bingo and Karaoke evenings (watch the newsletter!) etc... PLEASE READ.

The NSW Department of Education and Training (NSW DET) has provided the school with its “Policy Statement and Guidelines for Implementation” for school sponsorships. This document is still evolving and under review, but it is very clear in its message that its guidelines need to be adhered to and the school needs to fulfil its monitoring and reporting responsibilities to the NSW DET.

Past sponsorships have, on occasion, not met with the NSW DET guidelines. So from this year onwards it has been agreed between the school and the P&C that there needs to be not only a new Community Partnerships Program, but also a single point of contact for those parents seeking sponsorship support from the business community.

Having one point of contact will allow the parent seeking sponsorship to:

- Discuss, understand and adhere to the guidelines
- To register yourself as the person/s responsible for seeking either financial support or donations from the business community for a particular school function, stall, activity, sports day etc. so that there is no cross-over with other parents and the school can follow up easily for reporting purposes
- To log the business/es that you wish to approach. This will also ensure that there is no cross-over (several approaches to the same business could impact negatively).
- To ask for guidance and assistance if required
- To ensure that you have the correct tools to approach the business, i.e.
 - School identification in the form of letterheads and a letter of recommendation from the school
 - The Community Partnerships Prospectus; this document includes a range of sponsorship options and the benefits (through branding and promotion) that the school and/or P&C can provide to the sponsor (within the NSW DET guidelines)
 - A contract to sign (if their sponsorship is in the form of funding)
 - A “Thank you” letter template to provide to you post sponsorship, for the sponsor’s place of business (provides kudos within the community)
- Ensure the correct reporting takes place - It is not only important to report your successes for the school, but also to record them on a central document for future sponsorship procurement. Knowledge is a valuable thing!

If you wish to pursue sponsorship/donations for the school and/or P&C, or own/manage/know of a business that would benefit from supporting the school, in return for branding, exposure, promotion and networking to the school community, please get in touch with: **Deb Boccock on 0410 689 476 or e-mail sydneyforme@gmail.com**

Deb has been in the field of corporate sponsorship for over 10 years and is more than happy to meet and chat with you to help you get the ball rolling!