## **Sponsorship Checklist for Schools – assessing the appropriateness of incoming sponsorship proposals**

### **Introduction**

### This checklist is designed to assist schools to assess the appropriateness of incoming sponsorship proposals. The checklist is not a replacement of, or a summary of, the Sponsorship procedure and guideline which should also be referred to in full.

This checklist does not relate to fundraising activities. For information on fundraising please visit the department’s [Fundraising policy](https://ppr.mpe.qed.qld.gov.au/pp/fundraising-procedure).

Parent and Citizens’ Associations can use this checklist for guidance.

Name of Sponsor:

Date:

### **Step 1 – Suitability**

### Please circle ‘yes’ or ‘no’ to following questions

|  |  |  |
| --- | --- | --- |
| 1. Has the Principal been consulted and endorsed the proposed sponsorship arrangement?
 | Yes | No |
| 1. Will this arrangement enhance school program rather than replace core funded activities?
 | Yes | No |
| 1. Have you ensured that the sponsorship proposal is not from an unacceptable sponsor organisation?
 | Yes | No |
| 1. Have you checked that the sponsoring organisation is appropriate for a school audience and their promotional, communication or other materials are appropriate for a school audience and not discriminatory, obscene, degrading, use sexual overtones, incite people to commit illegal acts or violate laws.
 | Yes | No |
| 1. Has the school ensured that the proposal **does not** include the school receiving incentives or commissions.
 | Yes | No |
| 1. Has the school ensured that the privacy of students, their parents/carers and staff is not compromised by the initiative?
 | Yes | No |
| 1. Have you ensured that the proposal:
	* does not involve the school or department ‘endorsing’ an organisation or individual or an organisation or individuals’ products or services?
	* does not include the use of the school name or letterhead to promote an external product or service?
	* does not involve students providing personal information in order to access services?
 | Yes | No |
| 1. Is it clear in the proposal that:
	* The sponsorship does not require the purchase of products or services and is not part of a procurement process?
	* The sponsorship does not require staff to provide testimonials?
 | Yes | No |
| 1. Is the potential sponsor involved in acceptable activities?
 | Yes | No |
| 1. If arrangement promotes foods and/or drinks, do these products meet requirements of *Smart Choices Healthy Food and Drink Supply Strategy for Queensland Schools*?
 | Yes | No |
| 1. Has the cost to implement the proposal and staff workflow been considered?
 | Yes | No |
| 1. Have any conflicts of interest been documented and managed in accordance with the [Conflict of interest policy](https://ppr.mpe.qed.qld.gov.au/pp/conflict-of-interest-policy) and [procedure](https://ppr.mpe.qed.qld.gov.au/pp/conflict-of-interest-procedure)?
 | Yes | No |
| N/A |
| 1. Have you ensured the potential sponsoring organisation is not currently tendering for the supply of goods and services to your school?
 | Yes | No |
| 1. Is your proposed Sponsorship agreement over $10,000?

If yes, have you contacted Procurement Services to conduct due diligence checks to ensure that the Department only deals with ethical suppliers/sponsors? | YesYes | NoNo |
| 1. Have all requirements of the Sponsorship procedure, other applicable policies and procedures and legislative requirements been considered?

**For example**: Proposed sponsorship is in accordance with the provision of [Code of Conduct](https://qed.qld.gov.au/working-with-us/induction/department/induction-programs-and-resources/code-of-conduct) Proposed sponsorship does not involve breach of copyright  | Yes | No |

If you circled ‘**yes**’ or ‘N/A’ to all questions in Step 1, please proceed to Step 2.

If you circled ‘**no**’ to any of the questions in Step 1, then it is **unlikely** that the sponsorship proposal is acceptable, and further work will be required to bring it into line with the Sponsorship procedure.

**Step 2 – Referral**

To assess whether sponsorship proposal needs to be progressed to Strategic Communication and Engagement, please tick ‘yes’ or ‘no’ to following statements.

|  |  |  |
| --- | --- | --- |
| Would this be a joint sponsorship arrangement with other Queensland Government departments/agencies  | Yes | No |
| Does the proposal involve sponsoring a school or any organisation the department regulates (such as an early childhood provider) | Yes | No |
| involves arrangements valued at more than $10 000 (GST exclusive) | Yes | No |
| Does the proposal have potential to be controversial?  | Yes | No |
| Does the proposal involve a conflict of interest? | Yes | No |
| Does the proposal involve procurement? | Yes | No |
| Does the sponsorship require testimonials by school staff? | Yes | No |
| Does the proposal involve naming rights?  | Yes | No |
| Does the proposal involve a significant event?  | Yes | No |
| Does the proposal have any state-wide implications?  | Yes | No |
| Is the proposal high risk (in terms of activities involved)?  | Yes | No |

If you circled ‘yes’ to any of above statements, sponsorship proposal needs to be referred to Strategic Communication and Engagement for endorsement and approval by the relevant officer.

If you circled ‘no’ to all of above statements please continue to consider, at school level, the requirements of the Sponsorship procedure.