



POLICY FOR

Sponsorship	Document No.	PoFi0001
	Effective Date	1/7/2014
	Version Date	1/7/2014
	Version No.	001
	Cancels Version	N/A

Author	
Name	Fran Millard
Position	Business Manager

Approved	
Name	Panayoula Parha
Position	Principal

1.0 Purpose

To identify a process where individuals, business or corporate bodies can form a financial partnership with Norwood Morialta High School (NMHS) through sponsorship.

2.0 Version Control

The version control section gives the reader a history of changes made to a policy. It's also an essential part of any Quality Assurance system. **Only keep the last three records.**

Version Date	Version Number	Reference sections	Description of the change
1/7/2014	001	N/A	New document introduced

3.0 Scope and Responsibilities

Scope:

Individuals, business or corporate bodies are invited to form a financial partnership with NMHS through financial donations or sponsorship of events and an opportunity to provide many long lasting benefits, including:

- Maximum exposure to local students, families, business and community within the eastern suburbs of Adelaide and internationally.
- The opportunity to deliver a clear message that you have a genuine commitment to NMHS and its educational endeavours both past and future.
- High visibility on the NMHS website
- Develop and build new partnerships and alliances with your local community

Responsibilities:

The School is here to ensure that you make the most out of your investment. We encourage you to speak with us about tailoring any special needs you might have in ensuring your financial commitment is working towards building your brand. Sponsorship packages and commitment levels vary and can be tailored to suit your particular marketing strategies.

4.0 Policy Principles

4.1 Your partnership with the School and commitment to sponsorship includes:

- 4.1.1 Recognition of your company's support on the Brag Boards located at the senior campus, 505 The Parade and at the Middle Campus, St Bernard's Road enabling high exposure – (times per year by negotiation dependant on level of sponsorship)
- 4.1.2 Opportunity to be sole sponsor of your choice of event.
- 4.1.3 Advertisement and your company logo in each edition of NMHS newsletter-produced 10 times per year. This publication is posted to NMHS website and families of students are short message service (SMS) to notify them of upcoming issues.
- 4.1.4 Recognition (verbally) at official sponsored events.
- 4.1.5 Logo inclusion on the Sponsors thankyou page on the NMHS website with a link back to your company website.

4.2 Sponsorship Levels

Sponsors forming partnerships with the School will incur the following benefits depending on the value of Sponsorship:

- 4.2.1 Greater than \$5,500
 - ½ page advertisement and your company logo in each edition of The Norwood Morialta High School newsletter - produced 10 times per year.
 - Recognition of your company's support on the Brag Boards twice per term (8 times) for a three day period.
- 4.2.2 \$2,200 to \$5,500
 - ¼ page advertisement and your company logo in each edition of The Norwood Morialta High School newsletter - produced 10 times per year.
 - Recognition of your company's support on the Brag Boards once per term (4 times) for a three day period.
- 4.2.3 \$1,100 to \$2,200
 - Your company logo in each edition of The Norwood Morialta High School newsletter - produced 10 times per year.
 - Recognition of your company's support on the Brag Boards once per semester (2 times) for a three day period.
- 4.2.4 \$1,100 to \$550
 - Your company logo in each edition of The Norwood Morialta High School newsletter - produced 10 times per year.
- 4.2.5 Website

We have a campus website generating nearly 50 million hits per year – 67% of which are from Australia with the remaining hits from Asia and Europe. The website provides a wide variety of information about the School and the associated sponsors and event activity. The website will be featured on all appropriate media promotion and publicity.

5.0 Definitions and Abbreviations

NMHS Norwood Morialta High School
SMS Short Message Service

6.0 Attachments and References

Sponsorship Prospectus is available from the school's website – School Information/Policies.

7.0 Review

This policy is to be reviewed annually and will be made available on the school website.