



LAERSKOOI DORINGKLOOF PRIMARY

ADVERTISING AND SPONSORSHIP POLICY

1. Definitions

- 1.1. "Advertiser" means the person or business or organisation whose product or service is being advertised, or whose name or image is mentioned or promoted in a sign
- 1.2. "Advertisement" means any visual representation of a word, picture, product, name, number, letter, figure, illustration, object, mark or symbol or of an abbreviation of a word or name, or any combination of such elements with the object of transferring information
- 1.3. "By-laws" means the City of Tshwane by-laws for the Control Of Outdoor Advertising of August 2014
- 1.4. "School" means Laerskool Doringkloof Primary
- 1.5. "SGB" means the School Governing Body of Laerskool Doringkloof Primary
- 1.6. "Sponsor" means the person or business or organisation providing sponsorship
- 1.7. "Sponsorship" means a negotiated partnership between a sponsor and the school whereby the sponsor pays their fee in cash, products, service, or a combination thereof, for the right to agreed commercial and marketable benefits associated with a partnership with the school.
- 1.8. "Strategic Executive Director" means the Strategic Executive Director: Communication, Marketing and Events of the City of Tshwane Metropolitan Municipality or his delegate

2. Scope of the policy

- 2.1. This policy will apply to any business, body, committee, or association that uses the School's logo, crest, name, premises, etc. to identify themselves or any event or activity they may organise.

3. Alignment with the school ethos

- 3.1. All advertisers / sponsors and their associated advertising and promotional materials should in no way conflict with the mission, or the ethos of the school; and the SGB retains the right to disapprove any application as they may deem inappropriate.

- 3.2. Where the brand of the advertiser / sponsor appears in conjunction with the branding of the school the latter shall always enjoy prominence. This applies particularly to banners and signage.
- 3.3. A sponsor's logo may not be displayed on any official school uniform items, unless approved by the SGB. Upon approval by the SGB, a sponsor's logo may be placed on sporting uniforms.

4. Access to parent body

- 4.1. Whilst exposure to the parent body will frequently be an advertiser / sponsor's objective, addressable lists for direct access will not be made available to the advertiser / sponsor.
- 4.2. Advertisers may however place advertisements in the school newsletter at a cost of R 150 per newsletter.
- 4.3. Advertisers may also distribute advertisement pamphlets through the school at a cost of R 300

5. Advertising guidelines and process

- 5.1. The following applies to advertising boards / signs that are attached to the school's property and are outward facing, i.e. visible from the road.
- 5.2. As per section 2.1 and 3.1 of the Municipal by-laws, the school shall not allow any advertiser to advertise on school premises without sufficient proof that the application procedures as required by the Municipality have been followed and without the written consent of the Strategic Executive Director.
- 5.3. As per section 48.2 of the said by-laws, advertising boards / signs attached to school premises shall not exceed 6m².
- 5.4. Requests to place advertising boards on school premises must be submitted in writing to the Chairperson of the SGB or the Communication and Marketing portfolio head.
- 5.5. Once written consent has been received from the SGB, and as per Municipal requirements, it will be the responsibility of the advertiser to gather and submit the following to the Strategic Executive Director (address and contacts provided as appendix A of this policy document)
 - 5.5.1. Letter of consent from school
 - 5.5.2. Zoning certificate of school
 - 5.5.3. Surveyor General diagram and locality map of school
 - 5.5.4. Artistic impression of sign
 - 5.5.5. Relevant Municipal application form
- 5.6. The written consent and approval of the Strategic Executive Director must be provided to the SGB before final approval will be given for the erection of any advertising board / sign on school premises.

- 5.7. Where signs are inward facing (i.e. not visible from the road), the written consent and approval of the Strategic Executive Director are not required. Advertisements however remain subject to the approval of the SGB.

6. Advertising Costs

- 6.1. Where the Municipality requires an application fee; such fee will be paid by the advertiser
- 6.2. The school shall require an annual fee of R 3500 per m² for any sign posted on school premises (be it inward or outward facing)

7. Liability

- 7.1. Where advertising boards are placed on school premises, the advertiser shall be held responsible for any damage or loss to school property caused by the erection/ structure and/or due to the display of the sign.
- 7.2. As per Section 17 of the by-laws, individuals or institutions who do not adhere to the required municipal processes shall be guilty of an offence and shall, on conviction be liable to a payment of R60 000,00 or 6 months imprisonment.

8. Sponsorship

- 8.1. Any potential sponsor should submit a proposed sponsorship agreement to the Chairperson of the SGB.
- 8.2. The following checklist will be used to determine whether the sponsorship will be approved :
 - 8.2.1. What is the reason for the company seeking the sponsorship (e.g. brand awareness, desire to increase market share, penetration of a specific market segment)?
 - 8.2.2. Does the proposed sponsorship meet the schools' objectives?
 - 8.2.3. Can the sponsor's objectives be met by working with the school?
 - 8.2.4. Is there synergy or "fit" between the sponsor's brand and the School?
 - 8.2.5. Is the requested nature and duration of the sponsorship appropriate?
 - 8.2.6. Are the proposed sponsorship amounts of appropriate value?
 - 8.2.7. What impact will the sponsorship have on the school?
 - 8.2.8. Is the potential sponsor a credible organisation with a good reputation?
 - 8.2.9. Will the contract satisfy the school's economic and social requirements?

- 8.3. Types of sponsorship
 - 8.3.1. Naming rights for Festivals / School events
 - 8.3.2. Advertising on school website and newsletters
 - 8.3.3. Sponsor's logo on sporting kits and, where approved, sporting gear
 - 8.3.4. Sponsor's logo on school supporters gear
- 8.4. Costs will be dependent on the size and scope of the sponsorship proposal as agreed to between the two parties

9. Approval of Contracts

- 9.1. All contracts must be negotiated with and approved by the SGB
- 9.2. Approval will only be given if proposals meet the requirements of this policy

Thus adopted by the Laerskool Doringkloof Primary SGB

Appendix A to the Laerskool Doringkloof Primary Adverting Policy

Strategic Executive Director : Tshwane outdoor advertising

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Room 305 A

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