

# SPONSORSHIP POLICY AND GUIDELINES



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Melbourne Sep-18

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Education  
and Training

# 1. Introduction

The Department of Education and Training (DET) developed these Sponsorship Policy and Guidelines to provide a central framework for sponsorship activities undertaken by the Department, including Victorian government schools.

For the purposes of this policy, any references to DET or DET staff includes Victorian Government schools, staff and any contractors working on their behalf.

This policy and related guidelines were developed pursuant to the [Victorian Government Sponsorship Policy](#) which states in detail the principles to be followed by Victorian Government departments when engaging in sponsorship activities and makes it mandatory for each Government department to develop its own procedures for use by staff and external contractors acting on the Department's behalf.

## Relevant legislation and policies

Section 4 of the *Victorian Government Sponsorship Policy* sets out details of legislation and other policies relevant to Government sponsorship. It also lists some useful references.

## How to use this policy

This policy, related guidelines and templates are applicable to corporate sponsorship of departmental (including school) initiatives (**incoming**) and sponsorship provided by DET to another organisation, initiative or event (**outgoing**).

This Policy is designed for use by DET staff to help them manage and assess possible sponsorship opportunities. External contractors working on behalf of the Department to source or coordinate sponsorship activities must be provided with a copy of this Policy and are required to abide by this Policy and guidelines.

## 2. Definition

The *Victorian Government Sponsorship Policy* defines 'sponsorship' as:

*“The purchase of rights or benefits, including naming rights, delivered through association with the sponsored organisation’s name, products, services or activities. The rights or benefits typically relate to the sponsor’s reputation, management or communication objectives”.*

The sponsor provides a contribution in money or in-kind support in return for certain specified benefits, such as logo placement, public acknowledgement etc. Sponsorship is therefore not philanthropic and is not a donation.

Sponsorship includes partnership arrangements, except where the arrangement is governed by the Partnerships Victoria Policy or otherwise involves the development or management of infrastructure.

Sponsorship does not include:

- the selling of advertising space, editorial comment or advertorials – see [DET Advertising Advice](#)
- joint ventures
- consultancies
- grants (with respect to outgoing sponsorship)  
unconditional gifts, donations, bequests or endowments – see [DET Gifts, Benefits and Hospitality Advice](#)

### 3. Weighing up the risks of sponsorship

Sponsorship provides an opportunity to promote the work of DET and can help you to communicate with specific target audiences within the community.

Well-managed sponsorship arrangements provide an effective way of increasing awareness of DET messages, policies and initiatives, communicating Department goals and building stakeholder relationships. However, poorly managed sponsorships can be detrimental to the work of DET and its reputation.

The three key potential benefits of sponsorship by DET (that is 'outgoing' sponsorship) are to:

- increase the Department's exposure to its key target audiences
- enhance the Department's image
- increase awareness of the Department and its work

The potential benefits to DET from corporate sponsorship (that is 'incoming' sponsorship) include providing resources, either directly as cash sponsorship or indirectly as in-kind sponsorship. This may:

- reduce the costs to the Department of performing a particular activity or allow for enhanced program delivery and/or expansion
- provide funding for publications, conferences or other special activities that promote a program and/or Department
- providing the program or Department with an opportunity to develop better working relationships with stakeholders
- promoting the public profile of a program or Department to a wider-than-normal audience. This may include increasing general community awareness of a program or Department and its activities.

#### POTENTIAL RISKS

The major risks of sponsorship include:

- perceptions of improper conduct
- the potential to embarrass DET through associating a departmental activity with an inappropriate sponsor (that is, one whose activities or purpose may exhibit a degree of tension with Government policy) or one of poor repute. This may be reconsidered if sponsorship is intentionally sought from or by a company seeking to rebuild its reputation. To prevent this risk, appropriate review should be sought when considering sponsorship agreements which may have potential for reputational damage to DET
- in the case of incoming sponsorship, undertaking an activity on the basis of the promise of corporate sponsorship which then does not materialise
- breaching Government accounting requirements
- in the case of incoming sponsorship, underestimating the value to potential corporate sponsors of sponsoring DET activities and initiatives
- that the sponsorship is not cost-effective, in the case of outgoing sponsorship.
- financial risks of involvement with a sponsorship partner which may include risk of financial insolvency or lack of adequate insurance.

## 4. Principles of sponsorship

All sponsorship activity and engagement in sponsorship should be delivered pursuant to meeting obligations under the VPS Code of Conduct and the Department's values.

As a general rule, the Department should only engage in sponsorship activity that:

- improves educational outcomes
- supports the achievement of DET and school goals

In addition, all sponsorships must abide by the following provisions in the [Victorian Government Sponsorship Policy](#).

### MANAGING RISK

#### Appropriate association

Section 5.4.1 of the [Victorian Government Sponsorship Policy](#) sets out appropriate provisions for Departments to undertake to mitigate reputational risks associated with sponsorship activities.

To assess the level of risk associated with a proposed sponsorship, it is important to conduct a proper risk assessment. This need not be complicated; the *Assessing Sponsorship Checklist* on the Sponsorship page on EduGate provides useful set of criteria to assess for risks.

#### Financial risks

Section 5.4.2 of the *Victorian Government Sponsorship Policy* is specifically about financial risks and reinforces the need to identify potential risks (including risk of financial insolvency and lack of adequate insurance) and manage them appropriately.

The Victorian Government Purchasing Board (VGPB) website: [www.vgpb.vic.gov.au](http://www.vgpb.vic.gov.au), provides guidance on preparation of a risk management plan. For significant outgoing financial sponsorship, you may wish to engage a VGPB contractor (at a cost to you) to conduct a financial appraisal.

### OPEN AND EFFECTIVE COMPETITION (INCOMING SPONSORSHIPS)

Open and effective competition is a key principle underpinning Government policy. Section 5.1.2 of the *Victorian Government Sponsorship Policy* includes points to consider when deciding whether to publicly advertise a sponsorship opportunity and advice on considering unsolicited proposals to sponsor Government activities. Essentially, opportunities to sponsor DET should be offered to an appropriately broad field of potential sponsors and the process of assessing proposals must be fair.

An 'expression of interest' process is not required for outgoing sponsorship, but of course, all potential sponsorships must be assessed against project or program criteria.

### ETHICAL BEHAVIOUR AND FAIR DEALING

Section 5.1.3 of the *Victorian Government Sponsorship Policy* covers ethical behaviour and fair dealing. In effect, it states that Government sponsorship activities and relationships must not influence decisions and behaviour in relation to other financial matters, such as purchasing and funding decisions. All dealings must comply with the Code of Conduct for Victorian Public Sector employees and relevant State and/or Commonwealth privacy legislation.

Disclosure of names or addresses of DET employees or individuals associated with DET is governed by the [Privacy and data protection act 2014](#) and must not be provided to external organisations as a benefit of sponsorship.

Further information and materials about privacy legislation in relation to the Department are available at [EduGate Privacy Advice](#)

## ENSURING PROBITY

### Appropriate activity

DET should not engage in sponsorship that may be inappropriate, either through association or activity.

Section 5.1.1 of the *Victorian Government Sponsorship Policy* states:

*'Appropriate activity' is Government activity in which the introduction of a commercial sponsor would not reasonably be seen to compromise the public interest, or affect the agency's ability to perform its duties impartially.*

- *In general, sponsorship should be confined to value-adding and supplementary activities, such as events and program support, rather than for delivery or replacement of core Government services.*

Agencies:

- *should specify in their sponsorship procedures any classes of activity or organisation that are deemed inappropriate for sponsorship.*
- *should not provide sponsorship for purposes unrelated to Government priorities or agency objectives.*
- *should not provide sponsorship to individuals or political parties.*
- *should not provide sponsorship to organisations if the sponsorship fee will be passed on to a third party in the form of a sponsorship or grant. Section 5.4.1 of the policy provides additional information on appropriate association.*

DET considers the following classes of activity or organisations to be inappropriate for the purposes of sponsorship:

- activities aimed at delivering or replacing core DET or agency services
- activities or sponsorship partners whose values, products, purposes or objectives are inconsistent with DET's or the Government's policies, values, priorities or objectives
- political parties, tobacco companies, gaming venues, companies involved in the sale/promotion of alcohol, companies involved in the sale/promotion of firearms
- companies that encourage unhealthy food choices by young people
- religious organisations or religious activities
- unregistered charities and not-for-profit organisations, including those not registered with the Australian Charities and Not-for-profits Commission
- organisations or companies that are financially unsound or unstable (see section on implementing effective risk management)
- agencies with inspectorial or regulatory powers over DET
- any activity or organisation seeking for DET to directly endorse or promote its products and/or services
- any activity in breach of the [Code of Conduct for Victorian Public Sector employees](#).

For outgoing DET sponsorships organisations whose primary purpose is the creation of profit (commercial organisations) are not considered suitable candidates for the Department to sponsor. However, commercial organisations may be considered for incoming sponsorships, if the organisation is not deemed to be associated with classes of activity or included in type of organisations listed above.



## ACHIEVING EFFICIENCY AND EFFECTIVENESS

### Alignment with Government and/or DET priorities

Section 5.2 of the *Victorian Government Sponsorship Policy* states that departments should do everything in their power to achieve the best possible outcomes from their sponsorship activities.

Proposals to provide or seek sponsorship must demonstrate how the sponsorship meets one or more of the following criteria

- contributes to advancement of Victorian whole-of-government priorities, this may include:
  - promotes educational outcomes
  - creates employment opportunities for local or regional business
  - promotes opportunities to industry
  - develops export markets and attracts investment
- supports DET's goals and objectives
- increases effectiveness of DET's strategic programs
- communicates key messages to target audiences
- engages or builds relationships with key stakeholders.

### Value for money (Outgoing sponsorships)

'Value for money' is not necessarily about the highest or lowest dollar amount, but rather it is about the best possible outcome you can achieve for the project and for the promotion of DET's and the Government's objectives. For example, a sponsorship proposal may demonstrate good value for money because it uses an innovative or otherwise unattainable method to reach a key DET audience or, because it offers an extremely low risk activity or association.

To assess value for money, a number of risks and benefits need to be considered. Section 5.2.2 of the *Victorian Government Sponsorship Policy* provides further details in relation to risks and benefits.

You may wish to ask those seeking DET sponsorship to complete a *Sponsorship Business Case Template*.

All templates can be found on [Sponsorship page on EduGate](#)

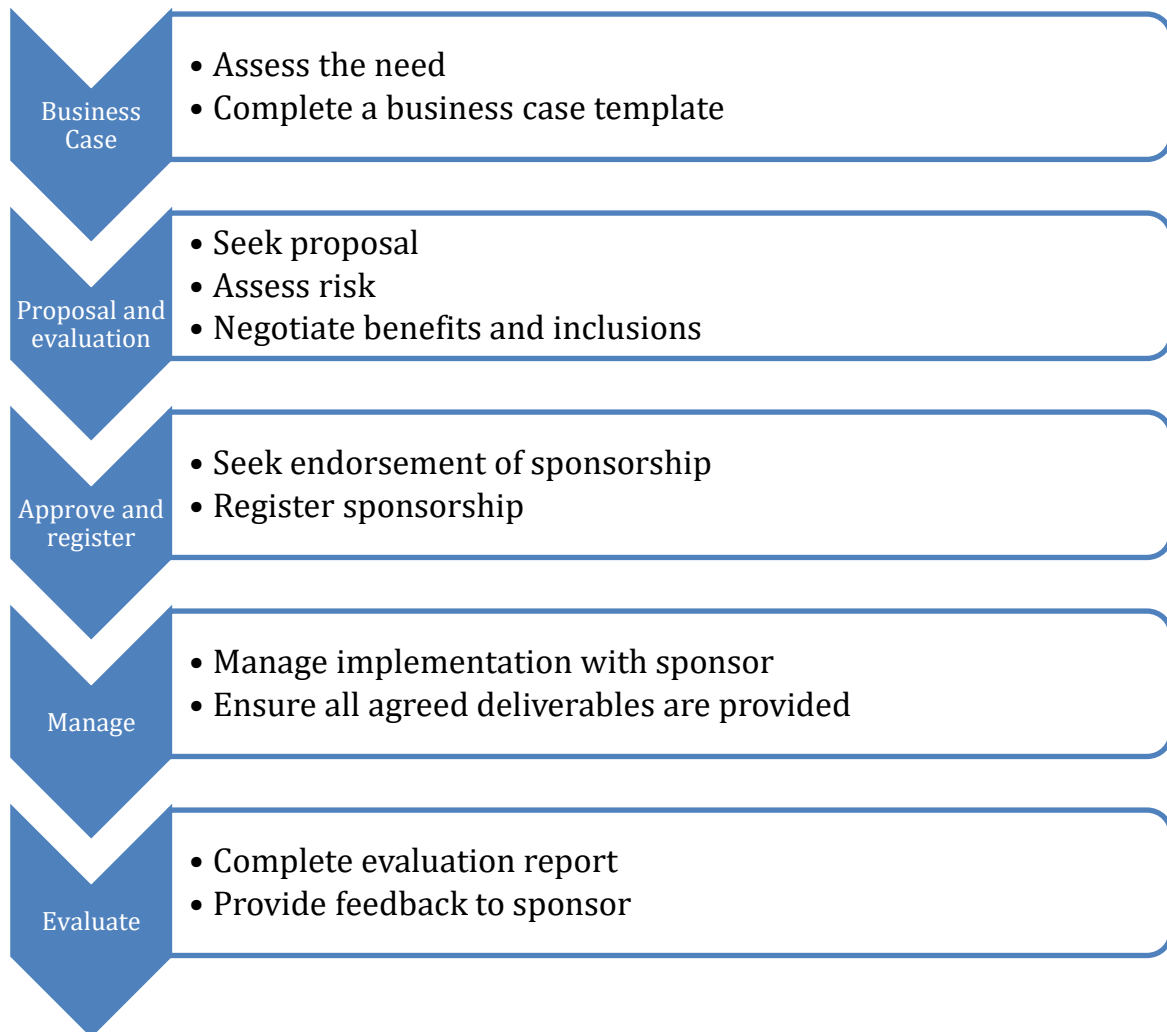
The information obtained will help you in assessing the value for money of the proposed sponsorship. If the proposed sponsorship is significant, you may wish to engage (at a cost to you) a member of the Marketing Services Panel to help you achieve the best value. A number of panel members offer sponsorship-related services.

Another issue to consider is duplication across DET and Government. It is not an efficient use of Government funds if two or more Government departments or divisions within DET are providing sponsorship to the same organisation. Conversely, it might be useful to know if another school, department or division is attempting to secure sponsorship from the same organisation as you. In both cases, greater communication across Government and DET avoids duplicated effort and can possibly deliver additional benefits. To ensure DET has visibility of all current incoming and outgoing sponsorships, all sponsorships must be recorded and registered following the processes and steps outlined on the [Sponsorship page on EduGate](#)

## 5. Sponsorship process

The Department, including our schools, receive multiple requests for incoming and outgoing sponsorship. Receiving a request or an offer of sponsorship does not automatically require us to consider them.

All sponsorships, regardless of size must meet the objectives and needs of the Department or school and should follow the same process as set out below.



## 6. Negotiating benefits and inclusions

Once a business decision has been made that an outgoing or incoming sponsorship is appropriate, DET staff should:

- request a sponsorship proposal, the proposal should have clear objectives, key performance criteria and an evaluation plan
- using the template checklist undertake a full analysis of the risks, costs and benefits of the sponsorship. Refer to the 'Managing Risk', 'Ensuring Probity'
- in collaboration with sponsor develop a sponsorship agreement that:
  - sets out terms of the sponsorship
  - specifies that the Victorian Government does not endorse the organisation or its products and that the arrangement must not be promoted or publicised as such
  - provides termination or conflict resolution procedures
  - includes reporting requirements

### BENEFITS

#### Incoming sponsorships

While forms of acknowledgement may vary, some examples that could be considered include:

- placement of a plaque or notice in a format that has the prior approval of the sponsor, for the duration of a sponsored activity or for an agreed period of time
- public display at functions of temporary signage acknowledging the sponsorship
- acknowledgement of the sponsorship in newsletters (e.g. advertisement) or speeches
- a letter of appreciation to the sponsor
- inclusion of a byline, forward or advertisement from the sponsor in a school's prospectus, magazine or other publication
- attendance by the sponsor at school functions and an opportunity for the sponsor to make an address or present an award.

Acknowledgement does not sanction endorsement of the sponsor, their services or products.

#### Outgoing sponsorships

The *Victorian Government Sponsorship Policy* does not explicitly discuss sponsorship benefits. 'Benefits' refers to what the Department receives for its sponsorship investment and any additional or potential value. Often, if a party seeking sponsorship is offering a 'package' of benefits there may be an opportunity for DET to negotiate what is on offer.

A typical package for outgoing sponsorship may include benefits such as:

- public acknowledgements
- logo placement and signage
- speaking engagement
- social media posts
- advertising.

However, there are many other benefits that may be negotiated, including:

- naming rights, access to mailing lists,
- placement and promotion of web links
- media and publicity
- opportunities to network
- placement of articles in targeted publications
- competitions.

Assigning a dollar value to each benefit can be difficult and should be done on a case-by-case basis. Much depends on the nature of the sponsored organisation, the relationship between the organisation and DET, and the potential 'value add' of each benefit. For example, there may be unforeseen benefits such as increased awareness of your message through word of mouth or access to social media networks with significant a number of followers.

In addition to the benefits the sponsored organisation will deliver, DET should participate actively in the sponsorship, for example, by attending events and actively promoting the sponsorship to key target audiences.

You may wish to engage a member of the Victorian Government [Marketing Services Register](#) to assist you with your sponsorship strategy.

## MINISTERIAL INVOLVEMENT

If appropriate, the Minister should be given the opportunity to announce DET's support or participate in any relevant activities associated with the sponsorship.

## APPROPRIATE ACKNOWLEDGEMENT

Section 5.3 of the *Victorian Government Sponsorship Policy* sets out the requirements to be complied with by a sponsored organisation in acknowledging DET and also suggests possible acknowledgement options.

For guidance on Victorian Government signage and branding options, refer to the [Brand Victoria Guidelines](#) or for guidance of DET signage and branding option refer to Education State brand guidelines. The Communications Division can also provide advice on how branding should be utilised within a sponsorship agreement.

The level of acknowledgement provided to sponsors should be consistent with the level of sponsorship. This acknowledgment must be in a form which can be positively associated with enhancing education outcomes and the public image of the school must be considered at all times.

## NAMING RIGHTS

Naming rights refers to a form of sponsorship where a sponsor, in addition to other rights and benefits of sponsorship, has negotiated to have their name added as a prefix to the sponsored activity.

Careful consideration must be given to the potential financial, legal, marketing and branding implications of agreeing to grant naming rights.

The approval of the relevant Minister must be obtained for any sponsorship agreement that confers naming rights for a Governmental asset, event or initiative on an organisation providing sponsorship to the Department. The approval of the Secretary must be obtained for any sponsorship agreement that involves acquisition by the Department of naming rights for an external asset, event or initiative from an external organisation being sponsored by the Department. Sponsorship arrangements relating to naming rights, must have explicit end dates.

## STATEWIDE SPONSORSHIP OF SCHOOLS

There are a number of corporate activities that sponsor local schools on a statewide or country-wide basis. Examples of these are regular promotions run by major supermarket chains and banks.

Schools being approached by corporates with requests to advertise these promotions to their school community, should refer the requests to the Communications Division and the Schools Procurement Division, so that we can work with them to ensure their requests to schools meet the guidelines under this policy. In some instances, the Department may enter into an agreement with an entity under this policy to apply to all schools.

## 7. Approvals and reporting

### Corporate staff

All corporate sponsorship activities must be approved by the Executive Director of the relevant division and then reported to the Strategic Communications Branch, Communications Division prior to implementation, by completing the *Sponsorship Declaration Form at Attachment 1* (page 16).

The following information is to be recorded on the *Sponsorship Declaration Form*:

- name of sponsorship
- recipient's name
- sponsor's name and organisation
- purpose/intended use of sponsorship
- description and estimated value
- timing and duration of arrangement
- decision regarding sponsorship
- signature of authorised delegate.

Staff should also attach any relevant documentation that will assist in assessing the proposal – such as a sponsorship prospectus, business case and/or evidence that the proposal has been appropriately assessed by the program area.

Once completed the declaration form, and any relevant attachments, should be sent via email ([sponsorship@edumail.vic.gov.au](mailto:sponsorship@edumail.vic.gov.au)) to the Strategic Communications Branch, Communications Division who will record the details on the Department's Sponsorship Register.

Section 5.3.1 of the *Victorian Government Sponsorship Policy* refers to departmental authorisation processes. Financial sponsorships should be treated like any other financial arrangement and established financial delegation procedures and monitoring processes must be adhered to. In addition, certain risks associated with particular sponsorship activities e.g. naming rights, warrant high level approval. For information on authorisation of naming rights as part of a sponsorship, see *Appropriate acknowledgment, naming rights* on page 9 of this policy.

If you would like more information on this process, contact the Strategic Communications Branch:  
[sponsorship@edumail.vic.gov.au](mailto:sponsorship@edumail.vic.gov.au)

### Schools

It is recommended that for large sponsorships, for example, those of \$100,000 or more, or involving several participating schools, school leadership teams consider discussing proposals or uncertainties with the regional office or Regional Director.

It is recommended that schools engage the school council and the school community in a process to determine the type of organisation they would agree to have as a sponsor; the rights or benefits they would agree to provide to the sponsor organisation; the process for authorising a sponsorship; and a mechanism to document and record the sponsorship.

Schools must maintain and record their own sponsorship register.

## FINALISING CONTRACTS AND FINANCIALS

Once you have the necessary approvals and agreement on all conditions and benefits of an outgoing sponsorship, a confirmation letter and contract is required from DET.

Templates for sponsorship engagement letters and contracts (for under \$20,000 and over \$20,000) are available from eduGate and should be provided to the sponsored organisation, with a copy held on file.

Financial sponsorships should be treated like any other financial arrangement and established departmental financial management policies and processes must be followed. In particular, outgoing sponsorship arrangements must comply with the [Standing Directions of the Minister of Finance 2016](#)

All DET financial sponsorship agreements and significant in-kind sponsorship agreements must be appropriately documented and reported to the relevant financial delegate. Usual records management practices should be followed.

Sponsorships are to be recorded in Oracle against either of the following charge codes\*:

- Incoming sponsorships – 79893 (Incoming Sponsorship Revenue)
- Outgoing sponsorships – 84667 (Sponsorship to External Organisations).

For schools:

- record incoming sponsorship funds in Cases21 as 74580 – Other Locally Raised Funds

\*Note that 'grants' are separate to sponsorships and have a different charge code (84600) assigned to them.

In addition to formal processes, it is worth keeping in regular contact with your sponsorship partner to assess the progress of your sponsorship and enhance the sponsorship relationship.

## 8. Effective management

As detailed in section 5.2.4 of the *Victorian Government Sponsorship Policy*, all sponsorship proposals should have clearly articulated objectives, key performance criteria, and an evaluation plan.

The following steps and templates will assist you with completing this process, (all templates are available on the EduGate Sponsorship page).

	Sponsorship Steps	Templates for each step		
		Templates for all sponsorships	Templates for incoming sponsorships	Templates for outgoing sponsorships
<b>Prior to implementation</b>				
Prior to implementing a sponsorship, DET staff should access the advice and templates on the EduGate <a href="#">Sponsorship page</a> .	<p><b>1. Assess proposed sponsorship</b></p> <p>Assess the proposed sponsorship against this policy and the Victorian Government Sponsorship Policy. Use the Assessing sponsorship checklist to complete this step.</p>	<b>Assessing sponsorship checklist</b>		
	<p><b>2. Assess value and benefits</b></p> <p>Assess the value and benefits of the proposed sponsorship using the Sponsorship Business Case Template</p> <p>For every sponsorship, the responsible branch's Executive Director should approve a sponsorship business case prior to implementation. An Executive Director approving a sponsorship must hold financial delegations at least equal to those applying to</p>	<b>Sponsorship Business Case Template</b>		

	<p>procurement decisions of the same value. If the relevant Executive Director is not allocated the relevant procurement delegation, a Deputy Secretary may approve the sponsorship prior to implementation. In some instances, central endorsement may be sought from the Department of Premier and Cabinet.</p> <p>Submissions for sponsorship proposals must include a business case and/or evidence that the proposal has been appropriately assessed. If you decide not to go ahead with an outgoing sponsorship request, use the <i>Outgoing Sponsorship Rejection Letter template</i>.</p>			
	<p><b>3. Draft agreement</b></p> <p>If sponsorship business case is approved draft the sponsorship agreement</p>	<b>Sponsorship Agreement Template</b>	<b>Incoming Sponsorship Engagement letter</b>	<b>Outgoing Sponsorship Engagement Letter</b>
	<p><b>4. Register the sponsorship with the communications division</b></p> <p>All sponsorship activities must be reported to the Strategic Communications Branch, Communications Division, who will register the sponsorship.</p> <p>Complete the Sponsorship declaration form and email it to <a href="mailto:sponsorship@edumail.vic.gov.au">sponsorship@edumail.vic.gov.au</a></p>	<b>Sponsorship Declaration Form</b>		
	<b>During sponsorship implementation</b>			
	<p><b>5. Monitor the sponsorship</b></p> <p>Monitor the sponsorship to ensure all the agreed elements are delivered and funds are recorded in oracle. Ensure this process is documented and reported to the relevant authorised delegate.</p>			



	<b>Post sponsorship</b>			
	<p><b>6. Evaluate the sponsorship</b></p> <p>Post sponsorship evaluate the sponsorship by requesting the sponsorship partner complete either an incoming or outgoing evaluation form.</p> <p>In addition, undertake your own evaluation by completing a Post Sponsorship Evaluation Report.</p> <p>The Incoming/Outgoing Evaluation form and the post sponsorship evaluation report should be provided emailed to <a href="mailto:sponsorship@edumail.vic.gov.au">sponsorship@edumail.vic.gov.au</a></p>	<p><b>Sponsorship Evaluation and Feedback Letter</b></p> <p><b>Post Sponsorship Evaluation Report</b></p>	<p><b>Incoming Evaluation Form</b></p>	<p><b>Outgoing Sponsorship Evaluation Form</b></p>

## 9. Evaluation

In accordance with the Victorian Government Communication Evaluation Guidelines, all sponsorships (incoming and outgoing) should be evaluated when concluded, and their outcomes documented.

Following completion of sponsorship there are two components of evaluation which must be undertaken.

1. Request that the external sponsoring or sponsored organisation complete and return *an incoming sponsorship evaluation form* or *outgoing sponsorship evaluation form* to determine the success of the sponsorship from their perspective.
2. A *Post Sponsorship Evaluation Report* must be completed for all DET sponsorship activities at the end of the sponsorship period, or annually for long-term projects. You may wish to incorporate evaluation feedback from the sponsored body into your own report or you may seek a separate report from the sponsored body.

All evaluation and reporting forms are available at the [Edugate Sponsorship page](#).

Copies of the completed evaluation forms must be provided to the Communications Division for all sponsorships. For more information, contact the Strategic Communications Branch, Communications Division [sponsorship@edumail.vic.gov.au](mailto:sponsorship@edumail.vic.gov.au)

## 10. Useful tools and references

A range of links, templates and related documents are available in the [EduGate Sponsorship Advice](#) page.

Queries relating to the application of this Policy, and the management and assessment of sponsorship activity, can be directed to [sponsorship@edumail.vic.gov.au](mailto:sponsorship@edumail.vic.gov.au)

# Attachment 1 - Sponsorship Declaration Form

To be submitted by the authoriser of the sponsorship within 14 days of the offer.

<b>Type of sponsorship:</b> <input type="checkbox"/> Incoming <input type="checkbox"/> Outgoing	
<b>Name of sponsorship (or event):</b> .....	
<b>Sponsorship offered to:</b> .....	
<b>Contact name/role:</b> .....	
<b>Contact number:</b> .....	
<b>Organisation:</b> .....	
<i>(Division/Unit/School)</i> .....	
.....	
<b>ABN</b> .....	<b>GST registered:</b>
<b>Yes/No</b>	
<b>Sponsored by:</b> .....	
<b>Contact name/role:</b> .....	
<b>Contact number:</b> .....	
<b>Organisation:</b> .....	
<i>(Division/Unit/School)</i> .....	
.....	
<b>ABN</b> .....	<b>GST registered:</b>
<b>Yes/No</b>	
<b>Description of arrangement:</b> .....	
<b>Sponsorship purpose/intended use:</b> .....	
<b>Timing and duration:</b> .....	
<b>Value (direct or in-kind):</b> .....	
.....	
<b>DET contact for this declaration:</b>	
<b>Name:</b> .....	<b>Position:</b> .....
<b>Phone Number:</b> .....	<b>Signature:</b> ..... <b>Date:</b> ..... / ..... / .....

**Declaration by authorised delegate:** (Executive Director or financial delegate, with equivalent financial delegation authority to the sponsorship amount)

I declare that:

- this sponsorship complies with the Department's Corporate Sponsorship Policy and Guidelines
- this sponsorship offers value for money (i.e cost benefit analysis conducted)
- a sponsorship agreement (contract) has been executed

Name: .....

Position:.....

Signature: .....

Date: ..... /..... /.....

*For Communications Division use only*

**Decision regarding the sponsorship's compliance with the process:**

- Declined
- Approved
- Pending decision

Sponsorship register updated by:

Name and position: ..... Date: ..... /..... /.....

On completion, please email a scanned copy of this signed form to [sponsorship@edumail.vic.gov.au](mailto:sponsorship@edumail.vic.gov.au)