



# NEW PLYMOUTH BOYS' HIGH SCHOOL

TE KURA TAMATĀNE O NGĀMOTU

**Title** change from D402 Sponsorship  
RD Mar'21 to D402 Sponsorship RD Mar'24

<b>Title</b>	<b>SPONSORSHIP</b>
<b>Reference Number</b>	D402
<b>Section</b>	Resources
<b>Written By</b>	Director of Business Development and Communications
<b>Checked By</b>	Deputy Headmaster
<b>Approved By</b>	Headmaster
<b>Issue Date</b>	April, 1999
<b>Review Date</b>	March, 2024
<b>Associated Policies</b>	
<b>Associated Procedures</b>	

## **RATIONALE :**

To forge closer links between NPBHS and the business community, attracting funding from the business community and at the same time providing benefits to those businesses.

## **PURPOSE :**

1. To enable NPBHS to purchase additional or improved goods for the school and school groups/teams by using the extra funding provided by sponsors.
2. To reduce overall costs of activities of the school.
3. To open new channels of communication with potential sponsors from the community.

## **GUIDELINES :**

1. All sponsorship contracts entered into should aim to be mutually beneficial to both NPBHS and the sponsor concerned.
2. Applications for sponsorship will be co-ordinated through the Director of Business Development and Communications and approved by Headmaster, or approved by Board of Trustees if the Headmaster so desires.
3. The school's brand must be maintained.
4. A business may be associated with the group/team name However, the business name must not replace or dominate the name of the school or the group/team.

**BE THE EXAMPLE**



5. No sponsorship from the liquor, tobacco or sex industry.
6. Logos on group/team uniforms must comply with rules for the particular code/activity/sport. In general a logo should not exceed 10 cm by 10 cm or 150 mm by 50 mm.
7. NPBHS will endeavour wherever possible, to use the services of businesses that provide sponsorship to the school.
8. NPBHS will promote businesses providing sponsorship by including their names in appropriate school newsletters and publications, and will invite them to advertise in the same.
9. There is an onus after accepting sponsorship not to bring the company concerned into disrepute.

