



## Mahurangi COLLEGE

### Sponsorship Guidelines

Potential sponsors are considered based on their compatibility with Mahurangi College's mission, values and policies; as well as community relationships and level of benefits for both parties.

#### Sponsorship Process

Approval is required **before** any sponsorship is applied for, or formal approach made; and **before** any formal offer is made. All sponsorship offers must be reviewed by Mahurangi College Senior Leadership for final approval. Where appropriate, sponsors may be required to sign a sponsorship agreement form and be invoiced by the College before payment.

#### Sponsorship Levels

Although not strictly limited to these, we generally have four levels of sponsorship on which to base offers and to mutually formalise agreements.

#### Sponsor Recognition

Sponsor recognition is determined by mutual agreement between the College and the sponsor, based on the type, scope and duration of sponsorship; existing College brand guidelines and policies; and the needs of each sponsor. Recognition can include, but is not limited to:

- Signage during, and invitation to, major school events
- Space on our electronic billboard
- Logo on school website
- Logo in digital newsletter
- Logo in school yearbook
- Shout out in email communications
- Shout out on social media
- Acknowledgement and thanks at prizegivings
- Involvement in award presentations
- Branding on team apparel and gear

## **Sponsorship Duration and Renewal**

Sponsorship agreements that are for a specified term may have a right of renewal by mutual agreement of both parties.

## **Sponsor Use of Mahurangi College Logo**

Mahurangi College holds exclusive rights to the Mahurangi College logo and any associated trademarks. ANY use of the logo by a sponsor needs prior approval from Senior Leadership at Mahurangi College.

## **Branding on Apparel and Gear**

Any usage of business logos on Mahurangi College apparel or items must comply with policy, guidelines and specifications provided by the College, including but not limited to colour, size, and placement. Specific rights to brand property are offered for individual sporting codes. Mahurangi College brand guidelines take priority and must be followed at all times.

## **Sports Apparel**

Mahurangi College's preference is to work with our current sports gear supplier Paladin, to supply our sports uniform and sports apparel for use at various intercollegiate sports activities. For these school sports exchanges or competitions, only Mahurangi College sports uniforms or apparel that has been approved by senior leadership can be worn. The use of the Mahurangi College logo, and the creation of uniforms or items of clothing without the school logo must be approved by senior leadership.

*\* Mahurangi College can not accept sponsorship from companies, organisations, or individuals who promote or sell products that are illegal or harmful to our students; are political parties or political candidates; create a conflict of interest.*