



Branding and Key Sponsorship Policy

Effective Date: Pentecost Quarter, 2025

1. Purpose

This policy provides guidance on branding, co-branding and key sponsorship practices at Michaelhouse. Historically, the school has not entertained co-branding, sponsorship, advertising, or activation opportunities and advertising in the Chronicle was discontinued in 2018. However, recognizing the potential benefits of strategic partnerships, this policy outlines a framework to allow limited, carefully considered key sponsorship opportunities that align with the school's mission, values, and reputation, and brand sovereignty.

2. Definition

Co-branding refers to the use of Michaelhouse's name, logo, and/or other brand elements and devices in conjunction with those of an external organisation, company, or event for mutual benefit.

Key sponsorship refers to limited branding opportunities at on and off-campus Michaelhouse events and specifically does not imply sole right or co-branding at Michaelhouse events.

3. Guiding Principles

- **Alignment:** All key sponsorship initiatives must align with the school's mission, educational philosophy, and core values.
- **Co-Branding:** The Michaelhouse brand is sovereign, and the school specifically does not engage in co-branding relationships.
- **Reputation:** The school's brand, reputation, and sovereignty must be protected at all times. Partnerships with organisations whose values or practices conflict with those of the school are strictly prohibited.
- **Transparency:** Key sponsorship arrangements must be transparent and communicated clearly to all stakeholders.
- **Selective Partnerships**
Key sponsorship should be reserved for partnerships that provide clear, tangible benefits to the school community—such as educational value, community engagement, or enhanced opportunities for students—rather than for purely commercial gain.

- **Non-Endorsement:** Key sponsorship should not imply the school's endorsement of products, services, or causes that are not directly related to its educational mission or that could be seen as controversial or divisive.
 - **Limitations:** All key sponsorship initiatives are subject to the following restrictions:
 - Off campus:** Key sponsor branding is permitted at off-campus school events. Key sponsors will not be construed as title sponsors of any off-campus events. Key sponsors' branding elements and devices will not be permitted on event correspondence (ie: in print, embroidery or sublimation on invitations, reports, certificates, event flyers, banners, apparel, signage etc...). Key sponsors will not enjoy sole rights to sponsorship of off campus events although preference and first rights will be afforded to key sponsors. All key sponsor and sponsor branding will be standalone. The school's brand elements and devices will not appear in conjunction with the key sponsor's at off campus events.
 - On campus:** Key sponsors will not be construed as title sponsors of any on-campus events. Key sponsors' branding elements and devices will not be permitted on event correspondence (ie: invitations, reports, certificates, event flyers, etc...) for on-campus events. No key sponsor branding in the form of banners, flags, bunting, signage etc... will be permitted on campus. Subject to agreement between the school and key sponsors limited activation opportunities in the form of goodie bag contents, programme advertising, and referee/ umpire's apparel will be considered, subject to there being no element of co-branding.
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4. Approval Process

1. **Proposal Submission:** Any staff member or department wishing to pursue a co-branding opportunity must submit a written proposal to the Rector, Finance Director, and Head of Marketing, detailing:
 - The nature of the partnership
 - Intended use of branding elements
 - Anticipated benefits and risks
 - Duration and scope of the arrangement
 2. **Review:** The Rector, in consultation with the School's Executive Committee, will review proposals to ensure alignment with this policy.
 3. **Decision:** Approval or rejection will be communicated in writing. Approved partnerships may require a formal agreement outlining terms and conditions.
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5. Brand Usage Guidelines

- All uses of the school's name, logo, or other brand elements must comply with Michaelhouse's Brand Guidelines.
- Michaelhouse reserves the right to review and approve all materials before publication or distribution.

- Michaelhouse's brand must not be used to endorse products, services, or causes not directly related to its educational mission.
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6. Monitoring and Review

All co-branding and key sponsorship partnerships will be reviewed annually to ensure ongoing alignment with the school values and objectives. Michaelhouse reserves the right to terminate any co-branding of key sponsorship arrangement at its discretion.

Approved by: Antony Clark, Rector and Joni Warburton, Finance Director

Date: 16 June 2025