



KES SCHOOL SPONSORSHIP POLICY – GENERAL GUIDELINES

Preamble:

As a general rule, ownership for the negotiation of **all** sponsorship agreements for the School, resides with the School's `Marketing and Events Director`, Ms Derron van Eeden.

The objective is to ensure that any existing or potential sponsor / donor arrangements, are not compromised by ad hoc approaches being made to benefactors.

Protocol:

The following process must without exception be observed in respect of any fundraising or sponsorship initiatives, where an appeal is being planned to potential sponsors or donors.

- In the first instance, formal communication is to be initiated with Ms van Eeden
- This communication can initially be made telephonically (082 789 4061), but must be followed by an email communication (dvaneeden@kes.co.za) to ensure Derron has clarity on whatever is required
- Derron has the School's mandate to engage accordingly with existing and potential sponsors or donors
- Derron coordinates all communications with benefactors, and keeps interested parties apprised accordingly
- The Headmaster, Mr Lovatt, ratifies all agreements concluded by Derron
- No exceptions to this protocol are permitted without the express formal permission of the Headmaster, Mr Lovatt

Updated 25 January 2017