

Sponsorship and Advertising Policy

Approved: IB Schools Australasia Standing Committee
Date: 22 October, 2018
Reviewed: 13 February, 2020

To help defray costs of our services to our member schools, IB Schools Australasia's Standing Committee has agreed on an advertising and Sponsorship policy. This will allow for organisations and businesses that service IB schools and communities to publish appropriate advertisements and promote their services to our mailing lists, attendees at professional learning events and to our member schools.

Advertisements should fit with the values of the International Baccalaureate as detailed on the IBO's website www.ibo.org and that of IB Schools Australasia as an Association of IB World Schools www.ibaustralasia.org.

IB Schools Australasia will not accept advertisements promoting the sale of cigarettes or alcohol, promotion of gambling or from an advertiser, who it is deemed might harm IB Schools Australasia's reputation by association.

Criteria for Advertising and Sponsorship with IB Schools Australasia

To advertise or sponsor with IB Schools Australasia, organisations must meet at least one of the following criteria:

- Organisations/ companies must value add to the IB
- Organisations could have an existing agreement with the IB to provide goods and services
- Organisations can fulfill one or more of the following:
 - Promote IB programmes and support IB schools within Australasia
 - Provide professional support for teachers and school members in areas not covered by the IB
 - Support the IB in promoting its programmes in the Australasian region
 - Advocate for IB programmes with government and educational agencies/organisations in Australasia
- Organisations could have an existing agreement with at least two or more IB Schools Australasia member schools. If organisations have an existing agreement with a member school they must provide the contact details of at least one referee at each school to provide assurance to IB Schools Australasia that their goods and services would be beneficial to the broader IB schools community.

Advertisements that do not comply fully with these guidelines may be referred to IB Schools Australasia's Standing Committee for approval.

Advertising in the IB Schools Australasia Newsletter or Employment Bulletin

About the IB Schools Australasia Newsletter:

The IB Schools Australasia Newsletter is a bimonthly online publication of IB Schools Australasia.

The newsletter promotes and celebrates the IB and developments within our member schools. It features articles about member schools, the work of the Standing Committee, upcoming professional learning events and other services offered by the association.

The approximate number of recipients of this publication is 1446+ as at 13 February, 2020 (up from 1,300+ in July 2019).

About the IB Schools Australasia Employment Bulletin:

The IB Schools Australasia Employment Bulletin is a weekly email advertising current available positions within our member schools.

The approximate number of recipients of this publication is 850+ as at 13 February, 2020 (up from 780 as at 9 July, 2019).

These recipients are made up of educators from within our member schools as well as those seeking employment within IB schools.

Advertising opportunities within the Newsletter and/or Employment Bulletin:

Advertisements within our newsletters and bulletins are available as a traditional advertisement or alternatively as an advertorial piece.

All advertisements are to be published at the discretion of the Chair of *IB Schools Australasia*.

The placement within our Newsletter of advertisements will be at the sole discretion of the Chair. No advertisements will be published within the first five sections of the newsletter. Where it is deemed appropriate Advertisements may appear under the welcome section of the Employment Bulletin.

Pricing:

Half-Page: \$300

Full-Page: \$500

Advertisements are to be half-page (210mm x 148mm) or full-page (210mm

x 296mm) colour or black and white display advertisements. They are to be received by email to office@ibaustralasia.org as .png files, ready for publication.

Advertorial:

250 words maximum: \$300AUD+GST (approx. half page)

500 words maximum: \$500AUD+GST (approx. 1 page)

1000 words maximum: \$900AUD+GST (approx. 2 pages)

In addition to the specified length of text, advertorials can include 1 piece of artwork or image, organization logo and link to website and contact details.

Advertising opportunities within the Employment Bulletin:

Advertising employment opportunities is a membership benefit to our member schools. Non-member schools within Australasia must join the association in order to advertise within the bulletin.

For organisations that are not eligible to become members of the association (ie Universities and private companies) advertising IB related roles on our website, within the Employment Opportunities bulletin and on our Facebook and LinkedIn pages is available for a fee of AU\$250 per position. These advertising positions are at the discretion of the Chair.

Advertising on www.ibaustralasia.org

Advertorials can also be placed under our News section (<https://ibaustralasia.org/articles>) on www.ibaustralasia.org

Publication of advertorials on our website will be at the sole discretion of Standing Committee.

An additional fee of \$900AUD is charged for publication of an advertorial on our website in addition to the charges based on the word limit. Advertorials will be placed on the website for a duration of 3 months.

In addition to the specified length of text, advertorials placed on the website can include 1 piece of artwork or image, organization logo and link to website and contact details.

Sponsorship of IB Schools Australasia Events

The Speaker Series (annual)

IB Schools Australasia hosts an annual Speaker Series. In 2020 IB Schools Australasia will host the sixth Annual Speaker Series as a commitment to the professional support of staff of member schools. The Speaker Series is designed as a travelling event, to bring to the member schools and wider community with an interest in the IB, presentations which inform, challenge

and inspire participants. These will also be designed to promote the IB and the ideals of the programs.

In 2020 the Speaker series will be held in up to 6 cities across Australasia: Adelaide, Auckland, Brisbane, Canberra, Melbourne and Sydney.

IB Schools Australasia offers a maximum of two sponsorships of the Speaker Series to organisations each year. Only One Major Sponsor Status is available each year.

For the sponsorship fee of \$2,000AUD (+GST) your organisation will receive:

- Your logo in a minimum of four newsletters that refer to the Speaker Series (March – June) together with a link to your website.
- Acknowledgement of support and link to your website through our Facebook page. Plus 2 x optional links to videos or other content of interest to our member schools.
- 2 pieces of marketing collateral (data sheet or postcard) for distribution to each individual at registration at each of the Speaker Series events. Marketing collateral should be tailored to Australian / New Zealand schools.
- Welcoming remarks acknowledge your organisation's sponsorship

For Major Sponsor status (an additional \$750AUD + GST) your organisation can add:

- Attendance for a representative from your organization at all the year's Speaker Series events
- A short 5-minute presentation to take place from approximately 5:05pm – 5:10pm at the Speaker Series event/s of your choosing.

Leadership Symposium (bi-annual, commencing in 2019)

The Leadership Symposium is designed for school leaders within our IB member schools including Principals, Head of Schools and IB Coordinators.

At the 2019 event we had 160 school leaders from around Australia and New Zealand in Attendance. We anticipate an audience of approximately 200 school leaders from around Australia and New Zealand for the 2021 event.

Networking and forming connections is a key part of the day with times set for networking and time with sponsors.

IB Schools Australasia offers a maximum of five sponsorships of the Leadership Symposium.

For the sponsorship fee of \$2,000AUD (+GST) your organisation will receive:

- Attendance for 2 representatives at Leadership Symposium with all sessions and meals included.
- A trestle table with power and 2 chairs in the foyer where all refreshments and cocktails will take place.
- Welcoming and closing remarks acknowledging your organisation's

sponsorship.

- Your organisation's logo in a minimum of three newsletters that refer to the 2019 Leadership Symposium (July, August and September) together with a link to your website.
- The logo on our Eventbrite registration page and in all marketing emails sent to our schools and attendees for this event.
- Acknowledgement of support and link to your website through our Facebook and LinkedIn pages. Plus 2 x optional links to videos or other content of interest to our member schools.
- 2 pieces of marketing collateral (data sheet or postcard) for distribution to each individual at registration. Marketing collateral should be tailored to Australian / New Zealand schools.