



## **Advertising and Sponsorship in Schools: 9 Things to Consider**

Advertising/sponsorship can provide schools with extra money and useful resources but, before you sign up, it's worth thinking about what's involved:

1. There is no such thing as a free lunch. Sponsors/ advertisers will always want to get their message across.
2. Children are more influenced by advertising than adults.
3. Advertisers/sponsors want to get into schools because there is no competition from other companies.
4. Advertisers/sponsors in schools get the unspoken but powerful endorsement of the school.
5. Does the advertised product run counter to a policy the school is trying to promote e.g. sugary fizzy drinks is not in line with a healthy eating policy?
6. Does the sponsor/advertiser produce something that you actively want to discourage e.g. companies that produce drinks/sports companies that use cheap labour in the developing world?
7. Does the advertised product promote something the school wants to support e.g. fair trade products increase awareness of developing countries?
8. Does the sponsorship help build a sense of community e.g. using a local trader to sponsor the school football team?
9. Is the effort worth it? Collecting lots of coupons from shops or products may cause the school a lot of extra work for not much benefit.

This is a starting point. You may have your own issues you want to consider but it is worth remembering - companies are not charities.

## We would like to know

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- Annual Lecture
- Telephone and email helpline
- A wide variety of leaflets and other resources

You are welcome to use information from this leaflet however, if you do we ask that you acknowledge Connect.

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