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BANNERS ADVERTISING POLICY

2025 – 2026

Reviewer:	Business Manager
Review date:	June 2025
Approved:	June 2025
Next review:	June 2026

Eggar's school may allow advertising banners to be displayed around the perimeter of the Artificial Turf Pitch (ATP).

We recognise the potential benefits of advertising but are committed to safeguarding our school's name and reputation. As such, Eggar's School retains the right to determine which advertising we are willing to approve. Each request will be assessed on its own merits on a case-by-case basis. Prior to printing, all advertising banners (marketing communications) must be submitted to the school for approval. We reserve the right to reject any advertising that does not meet our professional standards.

Furthermore, it is important to note that advertisers will be fully responsible for the maintenance and upkeep of their banners. Eggar's School reserves the right to request updates or removal of any advertising that does not adhere to our standards.

Eggar's School does not accept any responsibility for any loss or damage associated with the advertising banners.

Specifications

- Banners can be up to 6ft x 3ft in size
- The banner must be made of a suitable weather-durable material
- The banner will have reinforced eyelets and/ or fixings to secure it to the ATP fencing
- Eggar's School site team will secure them to the fencing in a placement they deem fit but the advertiser will be asked for their preference

Advertising rates

- Our rates per banner are £100 per term, regardless of size, which is to be paid before the banner is installed.
- The agreement will remain in effect until the end of the academic year and all fees are payable in advance. If the agreement is entered into partway through the academic year, payment will be required for both the current and remaining terms.
- The advertiser may terminate this Agreement by providing no less than 30 days written notice. In such cases, no refund shall be issued for any fees already paid, unless otherwise agreed in writing.
- The advertiser will be contacted towards the end of the summer term to confirm whether they wish to renew the agreement for the following academic year. Renewal shall be subject to mutual agreement.

Exclusions

Eggar's school will not permit any advertising that represents a conflict of interest or is likely to cause serious or widespread offence. Particular care will be taken about race, age, religion or belief, sex, sexual orientation, or disability.

The school will not accept advertising from companies in the following industries or sectors, or content that contains, infers, or suggests any of the following:

- Advocacy of, or opposition to, any politically or socially controversial subjects or issues
- Promotion or incitement of illegal, violent, or socially undesirable acts
- Promotion of tobacco products, alcohol, weapons, gambling, or illegal drugs

- Advertising of financial organisations, or payday loans
- Promotion or availability of adult or sexually orientated entertainment materials
- Advertising that infringes on any trademark, copyright, or patent rights of another company
- Claims or representations in violation of advertising or consumer protection laws
- Unregulated child services (proof of safeguarding procedures must be provided)