

SPONSORSHIP/PARTNERSHIP

Background

Positive school/business relationships can enhance the educational experience of students and contribute to high quality education. The District wants to develop such relationships.

Corporate sponsorships are informal or formal relationships where a product or service is provided in exchange for returns such as recognition or advertising or to meet a goal related to community involvement. Corporate donations are informal or formal relationships where money is given for returns such as recognition or advertising or to meet a goal related to community involvement.

Compulsory school attendance confers an obligation upon educators to protect the welfare of students and the integrity of the learning environment. When working together, schools and businesses must ensure that educational values are not distorted in the process. The District expects that school and District business relationships will be conducted in an ethical manner in accordance with Board policy, administrative procedures, Ethical Guidelines for Business-Education Partnerships, and adhere to the following criteria.

Definitions

Partnership refers to an understanding that the school and organization/enterprise are working jointly and cooperatively toward a common or mutually beneficial goal. Generally, partnerships are of longer duration than sponsorships.

Sponsorship refers to an organization or commercial enterprise providing financial support for an activity, series of activities, program or service. Generally, sponsorships shall be for a specific and often limited purpose.

Procedures

1. Approval of Sponsorships/Partnerships - School Level

- 1.1. The Principal, in consultation with the staff and Parents' Advisory Council (PAC) may approve sponsorships and partnerships when all the following conditions are met. Sponsorships and partnerships are to reflect the needs, goals and directions of the school.
 - 1.1.1. Sponsorships and partnerships are intended to provide support primarily for extra-curricular activities, travel and awards/scholarships for the benefit of students. They also may be used to enhance and augment, but not replace, support for curricular programs, instructional resources or classroom resources and supplies.
 - 1.1.2. Sponsorships and partnerships are intended as a relationship between one organization and another and are not intended to facilitate contact between the

sponsor or partner and individual families or students. School records or phone lists shall not be provided to sponsors or partners.

- 1.1.3. All of the following conditions shall be met prior to a Principal entering into a sponsorship/ partnership arrangement:
 - 1.1.3.1. The level of sponsorship and/or partnership does not significantly cause program or service discrepancies amongst schools or further significantly enhance existing discrepancies amongst schools;
 - 1.1.3.2. The level or type of sponsorship or partnership is possible solely with school level support;
 - 1.1.3.3. The sponsor or partner's request for recognition is discreet and/or emphasizes the intent or resultant benefit rather than primarily recognizing the sponsor or partner;
 - 1.1.3.4. The sponsor or partner is not identified with alcohol, tobacco, pornography or illegal products and services;
 - 1.1.3.5. The sponsor or partner does not promote or utilize violence, physical/emotional abuse, profanity, illegal activities or racist or sexist language, symbols and/or images;
 - 1.1.3.6. The recognition of the sponsor or partner is not included in classrooms during instructional time. Any exceptions, due to extenuating circumstances and for brief periods of time must be approved by the Secretary-Treasurer;
 - 1.1.3.7. The sponsor or partner activity does not infringe on any collective agreement(s) or understood labour relations practices;
 - 1.1.3.8. The sponsor or partner is not largely responsible for the establishment of a program or service that will result in continued expectation on the part of the school of continued service if the sponsorship or partnership ceases;
 - 1.1.3.9. The sponsor or partner is an owner-operator enterprise or organization in the Comox Valley; or
 - 1.1.3.10. The sponsor or partner is an enterprise or organization that has had historical ties to the school or District prior to September 1, 2001. In these cases such sponsorships or partnerships shall be formally reviewed by the Principal, in consultation with staff and PAC, not less than once every three (3) years.

2. Approval of Sponsorships/Partnerships – District Level

- 2.1. If any of the conditions outlined in section 1 above are not met, the Principal shall forward a detailed request, including rationale, for the sponsorship/partnership proposal to the Secretary-Treasurer.

2.2. District-wide sponsorships and/or partnerships must be approved by the Superintendent.

Reference: Sections 8, 8.4, 8.5, 20, 22, 23, 65, 85 School Act

Adopted: May 8, 2001

Revised: June 25, 2019