

3300: CORPORATE SPONSORSHIP (AP)

Approved: 96 09 10

POLICY

The Board of Education acknowledges that corporations, businesses and service organizations may from time to time choose to support financially and/or materially public school activities and thereby receive recognition in a public manner.

The Board also recognizes that such support of co-curricular and curricular activities needs to be stated in an agreement so that all parties fully understand their respective responsibilities and benefits.

Such agreements will be established in accordance with the regulations outlined in this policy.

ADMINISTRATIVE PROCEDURES

- 1.0 These regulations do not apply to scholarships or bursaries.
- 2.0 Sponsors may support school teams; bands, clubs, drama productions, curricular domains as well as district-wide events, programs and activities. The purpose must be to complement education.
- 3.0 Sponsor messages or products must be free of bias and stereotyping. Messages or products that relate to alcohol, tobacco and most personal hygiene products will not be accepted. Religious dogma, political advertisements and corporate political stances are prohibited.
- 4.0 For individual schools, Principals, Vice-Principals and Teachers will be formally involved in approving and monitoring each corporate sponsor. The school Parent Advisory Committee will be consulted.
- 5.0 District-wide sponsorships involving two or more schools will be approved by the Superintendent of Schools or designate.
- 6.0 Commercial sponsorship may provide, but is not limited to, equipment, transportation, accommodation, materials, clothing, food, trophies, ribbons, prizes and cash. All donations of kind or cash must enhance the image of the school and its students.

- 7.0 Sponsors may be recognized in a dignified appropriate manner in programs, press releases, newsletters, assemblies and posters. Corporate logos and slogans must not be overused. **There will be no pressure** to compel the students or school community to support sponsors.
- 8.0 All cash provided by sponsors must be documented using approved accounting procedures outlined by the Secretary-Treasurer or designate.
- 9.0 No cash may be directly paid to any player or employee. No such funding may be used in any way to entice or reward students or employees or to recruit players.
- 10.0 The Superintendent or designate will monitor all corporate sponsorship in the district so that unacceptable degrees of inequality do not develop between schools.
- 11.0 A written statement of all sponsor donations of kind or cash will be available to the Superintendent, Secretary-Treasurer and/or the Board upon request.
- 12.0 The Superintendent or designate reserves the right at any time to review the terms of any sponsorship arrangement and, if deemed appropriate, require that the terms be reviewed or the agreement terminated.