

SPONSORSHIP

Background

The District, in searching to acquire funding and resources to provide quality educational opportunities for students of the District, may engage in initiatives for the purpose of generating revenue. Revenue generation is seen as any significant revenues or resources beyond those allocated to the District from other levels of government.

The District believes there is a role for corporate or community partnerships within the domain of educational and administrative programs of the School District. The District supports corporate participation that encourages and promotes the development of mutually beneficial relationships between schools and the business and non-business sectors. Any corporate and community participation must complement the goals and objectives of the District in delivering quality, relevant education to students.

The District believes any corporate or community involvement must meet an identified educational purpose, and generate a financial and/or educational benefit to the School District. The integrity of the public school system must be protected and every initiative must respect the school district's privileged relationship with its students, parents and staff.

Definitions

A partnership, in the context of this AP, is a mutually beneficial relationship which normally describes affiliations, associations and alliances, as opposed to a legal definition which infers the formation of a legal entity.

Education, business, and community partnerships are mutually beneficial relationships among educators, employers and the community which enhance learning. Such relationships can be categorized as a *sponsorship relationship*, a *cooperative relationship*, a *commercial relationship*, or a *donor relationship*.

A sponsorship relationship between the School District and an individual, group, company, or community-based organization involves the sponsor providing a product or service free of charge or at a reduced rate, or providing financial support, in exchange for public recognition, some form of advertisement or other benefit.

A cooperative relationship is founded on the concept of mutual benefit by way of an exchange of human and physical resources involving opportunities for learning with some financial ramifications.

A commercial relationship between the School District and a company involves the promotion or sale of a product or service in exchange for financial compensation or other benefits. A commercial relationship should have an educational benefit.

A donor relationship is a voluntary contribution of cash, materials or equipment by an individual, group or company. Official receipts for tax purposes may be issued. The donor may receive recognition, but receives no additional benefit from their gift.

The focus of this Administrative Procedure is on sponsorship partnerships, unless otherwise noted. Donor relationships are described in [Administrative Procedure 526: Public Gifts to Schools](#).

Procedures

1. Authority

- 1.1. The responsibility for identifying sponsorship partnership opportunities rests with all stakeholders. Sponsorships may exist at both the school and the District level.
- 1.2. Submissions should be made in writing to the Superintendent and the Secretary-Treasurer.
- 1.3. All school and District sponsorship partnerships must be approved by the Superintendent and/or the Secretary-Treasurer.

2. Guiding Principles

- 2.1. The District will consider only those corporate or community sponsorship partnerships that enhance, either directly or through the generation of revenue, the Board's educational and extracurricular programs and services.
- 2.2. Sponsorship partnerships must include the values of equity and inclusiveness. This includes ensuring that those served by the partnership are treated fairly and equitably, and that relationships do not discriminate by race, colour, ancestry, place of origin, religion, marital status, family status, physical or mental disability, sex, sexual orientation, or age.
- 2.3. Sponsorship partnerships must respect requirements for confidentiality in the school system, as per provincial legislation.
- 2.4. All corporate or community sponsorship partnerships must be conducted with the highest ethical standards and respectful of community standards. No corporate or community partnership will be considered where the business of the corporation is substantially derived from the sale of alcohol, tobacco products or material inappropriate for children, as decided by the Superintendent and/or the Secretary-Treasurer.
- 2.5. The District will not accept sponsorship partnerships that promote partisan messages, images, events, gatherings or activities (including those on behalf of political parties or individual candidates).

- 2.6. The majority of corporate sponsorship partnerships will be developed at the individual school level. Generally, District-wide sponsorship partnerships may occur when a partnership is so widespread that it affects the majority of schools and/or when it is more advantageous to schools to enter into a partnership at the District level.
 - 2.7. Sponsorships received directly by a school or the District should be appropriately recognized.
 - 2.8. Any reference to or use of the Board's name, logo, slogan, mission statement or reputation must first be approved by the Superintendent and/or the Secretary-Treasurer, and be maintained at the highest level of ethical and community standards.
 - 2.9. Any use of corporate or community signage on School District property or any form of advertising must be pre-approved by the Superintendent and/or the Secretary-Treasurer. No employee will be required to wear clothing with corporate or community logos or advertising.
 - 2.10. Sponsorship partnerships shall be relatively short term (one school year at a time) and be renewable if desired. There must be provision for cancellation and/or re-negotiation.
 - 2.11. Sponsorship partnerships will not involve an exorbitant cost to the District for installation or operation.
 - 2.12. Sponsorship partnerships will not add excessively to staff load for maintenance, operation, or supervision.
 - 2.13. Sponsorship partnerships will not begin a program which the District would be unwilling to take over when the funds are exhausted.
 - 2.14. Sponsorship partnerships must be consistent with [District Policies](#) and [Administrative Procedures](#).
3. Appropriate Forms of Recognition
 - The type and form of recognition given to sponsor-partners can vary and may consist of, but are not limited to, the following:
 - Letter or note of appreciation
 - School newsletter acknowledgement
 - Media Acknowledgement
 - Temporary Signage (up to 1 year)
 - Permanent Plaque or Signage
 - For any long term or permanent recognition, the Superintendent and/or Secretary-Treasurer will make any final decisions.
 - 3.1. Outstanding contributions may lead to the naming of a specific portion of a facility after a donor or sponsor. A school cannot be named to recognize a donor or sponsor.
 - 3.2. Specific facilities that can be named to recognize a donor or sponsor include, but are

not limited to, a library, laboratory, recreational facility, theatre, seminar room and playing field.

- 3.3. The District reserves the right to reject any sponsor or advertiser and any specific advertising, message or logo proposed for placement, without penalty, limitation or time constraint.

4. Financial Proceeds Distribution

- 4.1. Sponsorship partnerships developed at the school level will have 90% of net revenue given directly to the schools involved in the relationship.
- 4.2. The remaining 10% of net revenue will go into a central pool of funds to deal with issues of equity, such as where some schools receive significantly fewer sponsorship funds.
- 4.3. Once approval is obtained, the sponsor partner will write the cheque directly to the school. The school will then submit a cheque to the District for 10% of the amount to go into the central pool of funds to deal with issues of equity.

5. Approval Process

- 5.1. To obtain approval for a sponsorship partnership, school administration consult with the school's Assistant Superintendent, then complete the following [Approval Form](#) and submit it via email to both the Superintendent and the Secretary-Treasurer.
- 5.2. Once approval is obtained from either the Superintendent or the Secretary-Treasurer, the school may confirm the sponsorship partnership with the external sponsor.

Reference: [Approval Form for AP 525: Sponsorship](#)
[AP 256: Public Gifts to Schools](#)

Adopted: October 15, 2024, March 2025