

CORPORATE SPONSORSHIPS

Background

The District believes there is a role for corporate sponsorships within the 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. This participation must enhance the delivery of quality, relevant curricular and co-curricular programs for students.

The District encourages corporate and community sponsorships as a means of enhancing learning opportunities for children and building citizenship in our communities.

Procedures

Corporate sponsorships are; Informal or formal relationships where businesses give a product, service, or money for returns such as recognition or advertising or to meet a company goal related to community involvement. Examples of such sponsorships might include donations of money and/or equipment for emergency preparedness in exchange for recognition at a ceremony. Corporate sponsorships are developed at both the school and District levels.

1. Maintenance of the Educational Setting

Corporate sponsorship agreements are supported which:

- 1.1 treat the welfare of students as a paramount concern;
- 1.2 enhance the delivery of quality, relevant curricular and co-curricular programs for students;
- 1.3 benefit the school/District;
- 1.4 are respectful of community standards as defined by the shared decision-making group at the school or District level;
- 1.5 are respectful of the educational setting;
- 1.6 allocate resources to complement and not replace public funding for education; and
- 1.7 are consistent with school and District policies and procedures.

2. Equity and Inclusiveness

Corporate sponsorship agreements are supported which:

- 2.1 treat fairly and equitably all those served by the partnership;
- 2.2 involve individual participants on a voluntary basis;
- 2.3 use objective criteria to determine benefits to participants; and
- 2.4 ensure 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.

3. Ethical Guidelines

- 3.1 The agreement must not express exclusive endorsement of a company's products, services or ways of doing business.
- 3.2 Stakeholders must not benefit personally or professionally from the sponsorship - conflict of interest requirements must be adhered to.
- 3.3 The agreement must respect requirements for confidentiality in the school system (The School Act and the Freedom of Information and Protection of Privacy Act).
- 3.4 Materials and resources must conform to the criteria outlined in the Ministry document "Evaluating, Selecting and Managing Learning Resources".
- 3.5 Sponsorship agreements are to involve corporations that conduct business in countries which comply with the United Nations Declaration of Human Rights, and meet International Labour Organization (ILO) and national/international environmental standards. It is the company's responsibility to show compliance with the above regulations.

4. Shared Decision-Making

- 4.1 Decisions for school level sponsorships must be developed and structured in collaboration with all partners - the Principal, teachers, support staff, parents, students (where applicable), the community (where appropriate), and the sponsors.
- 4.2 Roles and responsibilities for all partners must be clearly defined by the shared decision-making committee.

5. Accountability

- 5.1 Goals, objectives and benefits of the relationship must be stated clearly at the outset.
- 5.2 The roles and responsibilities of all parties (students, teachers, parents, schools, the District, sponsors) must be clearly defined.
- 5.3 Resources provided by all parties must be clearly described.
- 5.4 Records of the operational activities of the relationships must be maintained.
- 5.5 Sponsorship performance is to be reviewed regularly to ensure ongoing benefits.
- 5.6 Sponsorships 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.
- 5.7 A summary of corporate sponsorships at the school shall be included as part of the school's annual report to the Superintendent.

6. Planning and Communications

Considerations for stakeholder groups in the development of corporate sponsorships may include:

- 6.1 the purpose of the agreement;

- 6.2 the different types and degrees of corporate sponsorship applicable to elementary, middle and secondary levels;
 - 6.3 identification of personnel involved in developing and implementing the agreement;
 - 6.4 methods of assessment of the effectiveness of the agreement in reaching its goals; and
 - 6.5 communication strategies for informing the various publics of the agreement.
7. Appropriate Forms of Recognition
- In planning for corporate sponsorships, the decision-making committee must consider:
- 7.1 ways to acknowledge each partner's contributions through appropriate forms of recognition; e.g. mention in the school newsletter, presentation at an assembly, news release, letter to the company, plaque or notice;
 - 7.2 the appropriateness of the type of recognition at each level: elementary, middle, secondary; and
 - 7.3 the quantity, location, dimensions, and duration of displays of corporate identifiers placed in the school.
8. District Level Sponsorships
- 8.1 Decisions for District level sponsorships are coordinated through the office of the Superintendent and made with the involvement of all stakeholder groups.
 - 8.2 There is an annual analysis of the need to coordinate some school level partnerships at the District level by the office of the Superintendent with a view to working towards equity and fairness among schools.
 - 8.3 The majority of corporate sponsorships will be developed at the individual school level. Generally, District-wide sponsorships may occur when a sponsorship is so widespread that it affects the majority of schools and/or when it is more advantageous to schools to enter into a sponsorship at the District level.

Reference: Section 65, 85, School Act

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