



ADMINISTRATIVE POLICY NO. 420

IMPLEMENTATION FALL 2006

ADVERTISING AND CORPORATE SPONSORSHIP

Prairie Spirit School Division is committed to ensuring fair and equitable transactions with all members of the community.

The Board actively encourages the establishment of positive relationships and partnerships with the business community so long as such relationships provide opportunities to expand resources and experiences that benefit students.

PROCEDURES

1. Partnerships

- a. Partnerships in education are to be mutually beneficial and follow the *Ethical Guidelines for Business – Education Partnerships* established by the Conference Board of Canada.
- b. Partnerships may be established if they:
 - i. Enhance the quality of education for learners through meaningful connections to the education program
 - ii. Are based on clearly defined expectations, roles, and responsibilities of partners as developed through a consultation process
 - iii. Are evaluated on an on-going basis and,
 - iv. Are voluntary and may be terminated by one or both partners at any time.

2. Curricula

- a. The Board does not support or accept sponsorship of any curriculum in the school by a business or corporation.

3. *Materials*

- a. The materials sponsored or developed by corporations must be:
 - i. Accurate, objective, and complete
 - ii. Written in a manner appropriate to the target age group and,
 - iii. Promoted as conservatively as possible.
- b. Subject to the approval of the Director of Education, or designate, corporate sampling or product distribution, either on or off school premises may be permitted if it is consistent with and enhances the school program.
- c. The demonstration of materials at a school by a representative of a business is permitted subject to the approval of the Director of Education or designate.

4. *Professional Development Activities*

- a. Sponsorship of employee professional development activities is permissible subject to the approval of the Director of Education or designate.

5. *Extra-Curricular Activities*

- a. Sponsorship of specific events is permitted if such involvement is consistent with the goals, values, and mission of the school division.

6. *Advertising*

- a. The direct advertising of products or services that are not consistent with the goals and values of the school division is not permitted on school premises.
- b. Passive advertising as found on vending machines, equipment, and print materials is permitted, if authorized by the principal.

- c. Signage which explicitly promotes a business or product is permissible provided it is needed to acknowledge the contribution of a business for a specific event.
- d. No one company is to be given exclusive rights to any form of advertising, signage, or corporate contribution to a school.

7. Donations

- a. All donated materials must be educationally appropriate to the school.
- b. Donation of money for fund-raisers, awards, or bursaries may be accepted. Refer to *Administrative Policy 415 – Student Awards*.
- c. Charitable receipts must be processed through the office of the Superintendent of Planning, Finance and Administrative Services.