

Administrative Procedures

AP-420	Date of implementation: Fall 2006
	Date of review: November 29, 2023
CORPORATE SPONSORSHIPS AND PARTNERSHIPS	Related Administrative Procedures:

Purpose: To outline when sponsorships and partnerships are acceptable to the Division and to consider appropriate recognition for sponsors.

The Division actively encourages the establishment of positive relationships and mutually beneficial partnerships with the business community. These partnerships will be supported if they provide opportunities to expand resources and experiences for the benefit of students, and if they:

- Enhance the quality of education for students.
- Are based on clearly defined expectations, roles and responsibilities of partners.
- Are evaluated on an on-going basis.
- Are voluntary and may be terminated by one or both partners at any time.

Procedures:

1) Sponsorships and partnerships

Consideration will be given to the solicitation or acceptance of corporate donations for the acquisition or construction of assets including facilities, grounds and equipment assets where these assets provide benefit for students or the operations of the Division.

Recognition for corporate support is an appropriate part of the sponsorship process. The following guidelines should be followed when corporate recognition is requested:

- Naming rights to facilities or portions of facilities that are disconnected from a school building or that form a separately identifiable portion of a school building may be considered.
- Large advertising signs and billboards may be considered at locations not part of a school building.
- Certain smaller advertising plaques or materials may be considered at or in school building locations.
- Recognition for corporate donations through advertising on school grounds can be considered where donations have been approved.

Where a sponsorship or partnership proposal includes naming or advertising on any school property of the Division, the Principal shall convene an Advisory Committee composed of:

- the Principal, who is the Chair of the Committee
- the Chair of the School Community Council
- At least one (1) other parent and staff representative jointly appointed by the School Community Council and the Principal
- Any other person(s) appointed by the Principal

Exclusions or term rights requested by a corporate entity, community organization, or an individual donor will be reviewed by the Advisory Committee. All proposals approved by the Committee must be submitted to the Director or Director Designate. Submissions of a proposal must include full details of the corporate entity, the purpose of the donation, the recognition expected and any other details that will be part of the donation arrangements.

The approval of the Board must be given prior to the acceptance of any corporate donations that confer any corporate naming, advertising or other rights to the donor.

Proposals for advertising or signage must be reviewed and approved by the Facilities Department.

Sponsorship of the core curriculum in the school by a business or corporation will not be accepted.

A copy of all agreements will be retained and filed with the Deputy Director of Division Services, CFO, CHRO.

3) Donations

Donations will be handled according to guidelines set by the Deputy Director of Division Services, CFO, CHRO.

4) Professional Development Activities

Sponsorship of employee professional development activities is permissible subject to the approval of the Director or Designate.

5) Extra-Curricular Activities

Sponsorship of specific events is permitted if such involvement is consistent with the mission, vision and shared values of the school division.