

## CORPORATE SPONSORSHIP

### Background

The formation of partnerships with business and industry provides an opportunity for educators to work with the community. Such partnerships offer the possibility of expanding the provision of relevant, challenging, life-based learning opportunities for students as well as supplying business with an opportunity to share their resources while benefiting from the resources of the educational system. The resultant sharing of attitudes, beliefs and values is beneficial to the Division.

As per [Board Policy 21: Corporate Sponsorship](#), a sponsorship can be entered at the system level or the school level. A system-based partnership with business and industry will be organized and coordinated at the divisional level. All responsibilities for such a partnership shall remain at the divisional level. A school-based partnership with business and industry will be organized and coordinated at the school level. All responsibility for such a partnership shall remain at the school level, with approval from the superintendent.

### Procedures

1. An educational partnership or sponsorship relationship with a business or community organization shall be in accordance with this Administrative Procedure.
2. Only the Superintendent may enter into a sponsorship agreement at the system level and only the school principal can enter in a sponsorship agreement at the school level. Before entering a sponsorship agreement at the school level, the principal shall get approval from the superintendent.
3. Partnership and sponsorship activities shall reflect Division and school priorities and participation in partnership and sponsorship activities shall be on a voluntary basis.
4. When a Superintendent enters into or approves a sponsorship agreement, the Board will be informed prior to an agreement.
5. The Superintendent will not enter into or approve a prohibited sponsorship agreement.
6. The Board may declare any sponsorship a prohibited sponsorship.
7. Prior to entering into any sponsorship agreement, the Principal or Superintendent will ensure a risk/benefit analysis based on the following questions:
  - 7.1 To what degree is the sponsorship congruent with the mission and priorities of the school and the Division?

- 7.2 What are the sponsor's expectations pertaining to control, exclusivity, oversight, and outcome(s) of the sponsorship and/or project?
- 7.3 Are the projects to which the funds are applied acceptable to the school and the Division?
- 7.4 How will the Division and school review and approve public statements about the project?
- 7.5 What are the sponsor's expectations regarding recognition or acknowledgment of their support and are they acceptable to the school and the Division?
- 7.6 To what degree is there an appearance of product endorsement? What are the implications for the school and the Division?
- 7.7 To what degree would the acceptance of the sponsorship create any real or apparent conflicts of interest?
- 7.8 To what extent are there any personal, financial, or professional gains for Division staff, which create a conflict of interest?
- 7.9 Does the partnership foster acquisition of employability skills, intellectual growth, and cultural or social awareness for students?
- 7.10 Is the partnership developed and structured in consultation with all partners?
- 7.11 Do the partner organizations have a stated or written commitment to supporting public education?
- 8. All sponsorship agreements shall include the following clauses:
  - 8.1 A termination date.
  - 8.2 Provisions to terminate the agreement if the sponsor is determined to be a prohibited sponsor or if the sponsor's advertisements are determined to be prohibited advertisements.
  - 8.3 Requirements that the Superintendent approve the sponsor's use of the Division's or school's name and/or logo.
  - 8.4 A disclaimer ensuring that no warranties or guarantees are implied.
  - 8.5 A hold harmless clause.
  - 8.6 Each partner's expertise is recognized and respected.
  - 8.7 Defined roles, responsibilities of the arrangement for all partners are identified.

- 8.8 There is agreement to measure and evaluate partnership performance to make informed.
- 8.9 Each partner's contribution is acknowledged and celebrated through appropriate forms of recognition.
- 8.10 Partner organizations are Canadian owned whenever possible.

Reference: Board Policy 21 – Corporate Sponsorship

Reviewed/Revised: May 2016, April 2017