



**BOARD OF EDUCATION OF
SCHOOL DISTRICT NO. 46 (SUNSHINE COAST)**

**POLICY COMMITTEE
AGENDA**

Tuesday, February 28th from 9:30-10:30 a.m.
School Board Office – Gibsons, BC

1) Corporate Policy

19 PARTNERSHIPS AND/OR CORPORATE SPONSORSHIPS

The Board of School Trustees of School District No. 46 (Sunshine Coast) encourages partnership arrangements between the school district and the community because they can contribute to broader educational opportunities than those otherwise available. The classroom environment, however, must be preserved for sound educational activities and resources and not for commercial gain.

- 19.1 In order for any partnership or corporate sponsorship to be successful in a school environment, it must be based on an appropriate balance of the following, determined through consultation with the school community:
- (a) the obligation conferred on educators to protect the welfare of students and the integrity of the learning environment in their classrooms;
 - (b) the educational opportunities provided.

Partnership and/or Corporate Sponsorships

SD46 Policy Committee
Tuesday, February 28, 2017

SD46 Current Policy

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FEEDBACK FROM PACs

Commentary to Share about "Corporate Sponsorships"

Support Teaching and Learning

- "The Board of Education for S.D. 60 welcomes and encourages support from parents, the community and corporate sponsors in the form of donations of equipment and funds to assist schools in the district to support teaching and learning."
- Exemplar: SD60 (similar to SD59, SD57, SD53)

Accept and Refer to Regulations

- "The Board of Education acknowledges that corporations, businesses and service organizations may from time to time choose to support financially and/or materially public school activities and thereby receive recognition in a public manner."
- "The Board also recognizes that such support of co-curricular and curricular activities needs to be stated in an agreement so that all parties fully understand their respective responsibilities and benefits."
- "Such agreements will be established in accordance with the regulations outlined in this policy."
- Exemplar: SD70 (similar to SD19, SD27, SD48)

Provide Guiding Principles

CORPORATE SPONSORSHIP

Principles
 School-business relationships based on sound principles can contribute to high quality education. However, compulsory attendance confers on educators an obligation to protect the welfare of their students and the integrity of the learning environment. Therefore, when working together, schools and businesses must ensure that educational values are not disturbed in the process. Positive school-business relationships should be ethical and structured in accordance with the following principles:

1. Students will not be required to directly observe, listen to, or read commercial advertising during school instructional time and/or while attending school district events and activities or participate in activities involving sales incentives or consumption quotas.
2. Corporate involvement must support the goals and objectives of the schools and the district, and must be evaluated by the school/district on a yearly basis.
3. Schools and educators shall hold sponsored and donated materials to the same standard used for the selection and purchase of curriculum materials, equipment and structures as per Board Policy § 1.0 Acquisition of Equipment. Corporate involvement programs shall not limit the discretion of the schools, teachers, and the school district in the use of sponsored materials.
5. Corporate sponsorship and advertising relationships should be confirmed by a written contract.

- Exemplar: SD22 (similar to SD82, SD8, SD23, SD52)

Policy Blended with Regulation

Not included in package: SD44, SD39, SD36

Thoughts From Previous Meeting

- clarify policy application in classrooms vs. staffrooms
- extracurricular (i.e. sports/culture event sponsorship) vs. curriculum activities in or out of classroom
- vendors where we purchase materials and difference re branding re: materials for staff vs. for students
- whether policy applies to materials on school notice boards
- application re non-profits or local organizations focused on helping families

SD46 Policy 19 Suggested Revisions

19 PARTNERSHIPS AND/OR CORPORATE SPONSORSHIPS

The Board of School Trustees of School District No. 46 (Sunshine Coast) Education ("Board") welcomes and encourages partnership arrangements and corporate sponsorships between the school district and the community in form of donations of equipment and funds because they can support and contribute to curricular and co-curricular broader educational opportunities than those otherwise available. The classroom environment, however, must be preserved for sound educational activities and resources to protect the welfare of students and the integrity of the learning environment in their classrooms and not used for commercial gain.

19.1 In order for any partnership or corporate sponsorship to be successful in a school environment community, the agreement of respective responsibilities and benefits must be fully understood by all parties and established in accordance to Regulation 1650. It must be based on an appropriate balance of the following, determined through consultation with the school community:

- (a) the obligation conferred on educators to protect the welfare of students and the integrity of the learning environment in their classrooms;
- (b) the educational opportunities provided;

Cleaned up Version

The Board of Education ("Board") welcomes and encourages partnership arrangements and corporate sponsorships between the school district and community in form of donations of equipment and funds to support and contribute to curricular and co-curricular opportunities otherwise available. The classroom environment, however, must be preserved for sound educational activities and resources to protect the welfare of students and the integrity of the learning environment in their classrooms and not used for commercial gain.

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CLEANED UP VERSION OF POLICY 19

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3300: CORPORATE SPONSORSHIP (AP)

Approved: 96 09 10

POLICY

The Board of Education acknowledges that corporations, businesses and service organizations may from time to time choose to support financially and/or materially public school activities and thereby receive recognition in a public manner.

The Board also recognizes that such support of co-curricular and curricular activities needs to be stated in an agreement so that all parties fully understand their respective responsibilities and benefits.

Such agreements will be established in accordance with the regulations outlined in this policy.

ADMINISTRATIVE PROCEDURES

- 1.0 These regulations do not apply to scholarships or bursaries.
- 2.0 Sponsors may support school teams; bands, clubs, drama productions, curricular domains as well as district-wide events, programs and activities. The purpose must be to complement education.
- 3.0 Sponsor messages or products must be free of bias and stereotyping. Messages or products that relate to alcohol, tobacco and most personal hygiene products will not be accepted. Religious dogma, political advertisements and corporate political stances are prohibited.
- 4.0 For individual schools, Principals, Vice-Principals and Teachers will be formally involved in approving and monitoring each corporate sponsor. The school Parent Advisory Committee will be consulted.
- 5.0 District-wide sponsorships involving two or more schools will be approved by the Superintendent of Schools or designate.
- 6.0 Commercial sponsorship may provide, but is not limited to, equipment, transportation, accommodation, materials, clothing, food, trophies, ribbons, prizes and cash. All donations of kind or cash must enhance the image of the school and its students.

- 7.0 Sponsors may be recognized in a dignified appropriate manner in programs, press releases, newsletters, assemblies and posters. Corporate logos and slogans must not be overused. **There will be no pressure** to compel the students or school community to support sponsors.
- 8.0 All cash provided by sponsors must be documented using approved accounting procedures outlined by the Secretary-Treasurer or designate.
- 9.0 No cash may be directly paid to any player or employee. No such funding may be used in any way to entice or reward students or employees or to recruit players.
- 10.0 The Superintendent or designate will monitor all corporate sponsorship in the district so that unacceptable degrees of inequality do not develop between schools.
- 11.0 A written statement of all sponsor donations of kind or cash will be available to the Superintendent, Secretary-Treasurer and/or the Board upon request.
- 12.0 The Superintendent or designate reserves the right at any time to review the terms of any sponsorship arrangement and, if deemed appropriate, require that the terms be reviewed or the agreement terminated.

6002 Donations-Parents/Community/Corporate Sponsorships

Posted on November 28, 2011 by Sherry Hunt

Donations-Parents/Community /Corporate Sponsorships

POLICY NO.: 6002

DATE APPROVED: October 14,

2008

The Board of Education for S.D. 60 welcomes and encourages support from parents, the community and corporate sponsors in the form of donations of equipment and funds to assist schools in the district to support teaching and learning.

Regulations

All donations made to the district or a school is to be presented to the Secretary Treasurer or Superintendent if the donation is directed to the district in general and to the principal of the school should a donation be designated as going to a particular school.

Should a donation warrant the issuing of a tax receipt to the donor then such donations are to be directed to the Secretary Treasurer or his/her designate.

All donations of funds and or materials become the property of the district and therefore should such items require maintenance or further distribution, for whatever reason, all such decisions will become the responsibly of the Secretary Treasurer or Superintendent.

Donations involving installation of equipment (e.g. playground) must be under the consultation and supervision of the Plant Superintendant or Maintenance Supervisor.

School District No. 22 (Vernon) **POLICY**

Please file in By-Laws, Policy & Procedure Manual

No. 2.14.0

Adopted: 16 April 2002
Amended:

CORPORATE SPONSORSHIP

Principles

School-business relationships based on sound principles can contribute to high quality education. However, compulsory attendance confers on educators an obligation to protect the welfare of their students and the integrity of the learning environment. Therefore, when working together, schools and businesses must ensure that educational values are not distorted in the process. Positive school-business relationships should be ethical and structured in accordance with the following principles:

1. Students will not be required to directly observe, listen to, or read commercial advertising during school instructional time and/or while attending school district events and activities or participate in activities involving sales incentives or consumption quotas.
2. Corporate involvement must support the goals and objectives of the schools and the district, and must be evaluated by the school/district on a yearly basis.
3. Schools and educators shall hold sponsored and donated materials to the same standard used for the selection and purchase of curriculum materials, equipment and structures as per Board Policy 8.1.0 Acquisition of Equipment.
4. Corporate involvement programs shall not limit the discretion of the schools, teachers, and the school district in the use of sponsored materials.
5. Corporate sponsorship and advertising relationships should be confirmed by a written contract.

Definitions:

Advertising:

Advertising is the oral, written or graphic statement made by the seller in any manner in connection with the solicitation of business which calls for the public's attention to it by emphasizing the desirable qualities so as to arouse a desire to buy or patronize in exchange for financial payment.

Sponsorship:

Sponsorship is an agreement between an individual school, including the parent

advisory council where appropriate, the Board of School Trustees of School District No. 22 (Vernon) and an individual group, company or community-based organization in which the sponsor provides financial or resource support in exchange for the recognition.

Advertising or sponsorship is not the sale of goods and services to the district, the schools or the parent advisory councils, for market value, which have brand names, trademarks, logos or tags for product or service identification purposes. These shall be governed by the purchasing or procurement policies of the district, the schools or the parent advisory councils.

School Board:

The Board of School Trustees constituted under the School Act who are elected members of the public and determine local policy for the effective and efficient operation of schools in the school district.

Teacher:

A person holding a certificate of qualification who is employed by a Board to provide an educational program to students in a school.

Administrative Officer:

A person who is employed by the board as a Director of Instruction, a principal or a vice-principal

Parent Advisory Council:

As constituted in the School Act , The Parent Advisory Council advises the board and the principal and staff of the school or the Provincial school respecting any matter relating to the school or the Provincial school.

Advertising

Within the context of these principles:

1. Unless prior approval has been granted by the Board of School Trustees, the only type of advertising permitted in School District No. 22 (Vernon) shall be on vending machines, score clocks, corporate logos on uniforms, or as part of sponsorship recognition
2. Advertising contracts cannot exceed a three year period. At the end of each contract period, bids will be invited and all bids must be reviewed.

Sponsorship

1. The following forms of sponsor recognition shall be considered appropriate:
 - 1.1 public notices including newspapers, radio, television or any other form of public media;
 - 1.2 school newsletters directed or intended for parents or the community at large;

- 1.3 Tasteful and respectful plaques, pictures or other notices at the district office, schools;
 - 1.4 plaques, pictures or other notices at the donor's place of business;
 - 1.5 a letter to the sponsor from the principal, the district, the Board or the parent advisory council;
 - 1.6 the temporary placement of a sign indicating the sponsor's name and/or logo, which are put in place for the duration of the sponsored program, event, tournament, production or activity. The location, prominence and design of the sponsor's banner shall be tasteful and respectful of the cultural values of the community and the school;
2. Sponsorships:
 - 2.1 may be assigned to an individual school at the sponsor's request;
 - 2.2 which are not directed to a specific school shall be distributed to the schools throughout the district in as an equitable manner as possible, having due regard to the needs of the various schools, the student population of the school, and the amount of sponsorship the school receives through school-directed sponsorship.
3. All cash or other donations provided by sponsors shall be tracked at the school level through standard accounting procedures.
 4. All non-cash donations provided by sponsors may have brand names, trademarks, logos or tags for product or service for identity purposes only.
 5. The administration of advertising and sponsorship, including the issue of exclusivity, shall be determined by the principal of the school, in consultation with the parent advisory council, teachers and the sponsor.
 6. Advertising and/or sponsorship shall not permit direct financial gain to district employees, students, parents, or trustees.
 7. All sponsored educational materials shall be directed to the district which shall review them and ensure that they meet the following standards prior to distribution to the schools. The materials are to be used at the discretion of the schools and teaching staff. Copies of the educational materials will also be forwarded to the school PAC.

- 7.1 Accuracy
Statements are consistent with established fact or with prevailing expert opinion.
- 7.2 Objectivity
Points of view are fairly represented. If the subject is controversial, arguments are balanced. Any sponsor bias is clearly stated and references to differing views are made.
- 7.3 Completeness
The materials contain all relevant information and do not deceive or mislead by omission.
- 7.4 Language
Materials are both interesting and understandable.
- 7.5 Non-discrimination
The text and illustrations are free of any content that could be considered derogatory toward a particular group, for example an ethnic group, a race or sex.
- 7.6 Non-commercial
The name and logo of the sponsor is used to identify the source of the materials and, if applicable, to provide contacts for further information.
8. Sponsor messages or products must be free of bias and stereo-typing. Religious dogma, political advertisements and corporate political stances are prohibited. The school principal in consultation with the parent advisory council will determine suitability of sponsor messages or products.
9. The Board of School Trustees shall have the authority to decline any form of advertising or sponsorship, cash or kind should it be found to offend the values of the district or the particular school. This authority is also extended to the principal of any school after consultation with the parent advisory council and/or teachers.
10. Vending machines and corporate logos on extra-curricular uniforms, and score clocks will be allowed where the principal and the parent advisory council of the particular school are in agreement.
11. The principal of the school, in consultation with the parent advisory council and teachers, shall determine the:
- products sold in the vending machine, provided that all food and

- drink products in vending machines accessible by elementary students in elementary schools be caffeine free;
- design of the vending machine;
- placement and size of the corporate logo on the uniform, while maintaining the dominance of the school name;
- size and placement of corporate logos on score clocks;
- nature of the contracts pertaining to vending machines, corporate logos on uniforms, and corporate logos on score clocks.

Donations

1. Subject to the following limitations, the principal of a school may accept or decline a donation of equipment and/or funds.
 - 1.1 A donation from any enterprise identified with products that relate to alcohol or tobacco or other enterprise deemed to be harmful to the health and/or morals of youth will not be considered.
 - 1.2 Proposals for donations of a unique nature may be referred to the Board for consideration.
 - 1.3 Donations from community members and educational partners will follow the guidelines set out in School District No. 22 Administrative Bulletins Section A No: 0011 Charitable Donations (Appendix A).
2. Door to door canvassing is discouraged. If the principal, staff and PAC feel that an activity of this kind is necessary, it will be expected that:
 - 2.1 The activity will be carefully organized and supervised.
 - 2.2 Due regard will be paid to maintaining good public relations by making the community aware of the purpose of the activity and by instructing students in the skills of making courtesy contacts. Students will be instructed to identify their school during the contact.
 - 2.3 Careful planning will be undertaken to safeguard students. In the case of elementary students, door to door canvassing is strongly discouraged unless arrangements are made to have students accompanied by an adult.
3. Any fund raising projects or activities initiated by school support groups such as PAC, band parents, graduation groups etc. which involve the participation of students in the sale of goods or the dissemination or collection of materials must be approved by the school principal.
4. The Superintendent or designate reserves the right at any time to review the terms of any sponsorship or partnership arrangement and, if it deemed

appropriate, require that the terms be reviewed or the agreement terminated.

5. Principals and district staff will provide an annual report to the board summarizing the corporate sponsorship activities occurring at the school and district level. The report shall include a list of PAC funding raising efforts. This report will be submitted to the board for review.