

# ADMINISTRATIVE REGULATIONS

TITLE: PARTNERSHIPS AND CORPORATE SPONSORSHIP  
CATEGORY: EDUCATION  
NUMBER: 1190

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## I. Rationale:

The Board believes we live in a healthy, involved and creative community that supports our students and their families. As such, we often enter partnerships with our community partners. This regulation outlines parameters to ensure the success of these partnerships.

## II. General Guidelines:

### A. Partnerships, shall:

1. meet an identifiable educational or operational need;
2. not replace funding for which the Ministry of Education has a responsibility to fund;
3. include a prior consultation which allows for discussion within the school or district community;
4. have clear terms and conditions of the partnership. The finalized terms and conditions will include clearly stated goals and objectives, roles and responsibilities for each party, a working plan, provision for evaluation including timeline for the evaluation and an agreement concerning copyright and ownership of intellectual property, real estate/buildings and other resources as required;
5. understand that making the public aware of the partnership is necessary and, in fact, is seen by both as legitimately and mutually beneficial;
6. marketing or advertising must be mutually pre-approved by the partners according to the guidelines of each organization.
7. not be in conflict with the goals of the B.C. school system, and/or those of School District No. 46;
8. be consistent with the social values of equity, access, inclusiveness, and open, fair and due process.

### B. Possible examples of advertising or sponsorship could include:

1. learning resources selected by teachers, public health nurses or dental hygienists, including websites, magazines, newspapers, pamphlets, and other learning resources;
2. on vending machines and score clocks;

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3. of a limited type in school or district publications.

C. Sponsorship identification may be considered on:

1. athletic uniforms and related equipment;
2. temporary signs indicating the sponsors names, logos, names of products or services and accurate product and/or service information which are put in place for the duration of the sponsored program, event, tournament, production or activity;
3. public notices or school newsletters;
4. plaques, pictures or other notices;
5. event or activity programs.

D. Any advertising using the School District 46 name and logo must have the approval of the Communications Officer.

E. Any partnership, advertising or sponsorship identification agreement, commercial relationship or corporate sponsorship shall be approved only after consultation with the Superintendent or Secretary-Treasurer. The Superintendent and Secretary-Treasurer reserve the right to withhold approval of any such agreement.

F. Where a proposed partnership and/or corporate sponsorship involves the use of school district property and/or facilities, or has potential to require district funding, the proposal shall be in compliance with Regulation 4120 – Facility Rentals.

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**References:** Policy 19, Regulation 4120 – Facility Rentals