

ADMINISTRATIVE REGULATIONS

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

I. Rationale:

The Board of Education welcomes and encourages partnerships and corporate sponsorships between the school district and community that are consistent with the board's strategic priorities and values. As such, the district often enters partnerships with community organizations. This regulation outlines parameters to ensure the success of these partnerships.

II. Definitions:

- a. "Advertisements": Messages circulated by the district, on behalf of a third party; intended to inform or influence people who receive them.
- b. "Partnership": A collaborative venture between the district and an organization, built on the expertise of each partner, that best meets clearly defined needs through the sharing of resources, risks and rewards.
- c. "Sponsors": An individual or organization that pays some or all of the costs involved in provision of services or staging a sporting or artistic event in return for advertising.

III. General Guidelines:

- a. Partnerships, shall:
 - i. meet an identifiable educational or operational need;
 - ii. not replace funding for which the Ministry of Education has a responsibility to fund;
 - iii. include a prior consultation which allows for discussion within the school or district community;
 - iv. 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;
 - v. understand that making the public aware of the partnership is necessary and, in fact, is seen by both as legitimately and mutually beneficial;

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- vi. marketing or advertising must be mutually pre-approved by the partners according to the guidelines of each organization;
 - vii. be formalized in a written contract and approved by the superintendent or designate, unless the risks and resources are immaterial to the district;
 - viii. not be in conflict with the values and policies of the B.C. school system, and/or those of the Board of Education of School District 46, including, but not limited to, equity, access, inclusion, and open, fair and due process.
- b. Advertising related to sponsorship must be approved by the superintendent or designate, in advance, and may consist of identification of the sponsor on:
- i. supported learning resources selected by teachers, public health or other professionals, including websites, magazines, newspapers, pamphlets, and other learning resources;
 - ii. vending machines and score clocks;
 - iii. athletic uniforms and related equipment;
 - iv. 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;
 - v. plaques, pictures or other notices;
 - vi. event or activity programs
 - vii. limited recognition in school or district publications or media.
- c. Advertising without sponsorship will only be considered for non-profit organizations where there are proportional and identifiable benefits to students or the district.
- d. Paid advertising for private companies will not ordinarily be considered.
- e. Any advertising using the School District 46 name and logo must have the approval of the communications officer.
- f. 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.

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- g. 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