



Section Seven: Community Partnerships

“Together We Learn”

735 –ADVERTISING AND SPONSORSHIP IN SCHOOLS

Introduction

School/business relationships based on sound principles can contribute to high quality education. However, as attendance at school is compulsory, educators are obliged 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.

This policy applies to any organization or individual that sponsors an event or project in a school and/or wants to advertise or be recognized for that event or project.

Organizations include but are not restricted to: corporations, partnerships, proprietorships, joint ventures, co-ops, community groups, foundations and service clubs/groups.

Policy

1. Principles

Positive school/organization relationships should be ethical and structured in accordance with the following principles:

- 1.1 Organization involvement with the school shall not require students to observe, listen to, or read advertising.
- 1.2 Selling or providing access to a captive audience in the classroom for commercial purposes is exploitation and a violation of the public trust.
- 1.3 As school property and time are publicly funded, selling or providing access to advertising on school property outside the classroom raises ethical and legal issues.
- 1.4 Organization involvement must support the goals and objectives of the schools. Curriculum and instruction are the responsibility of the educators.
- 1.5 Programs involving organizations must be structured to meet an identified educational need (not a commercial motive), and must be evaluated for educational effectiveness by the school/district on an ongoing basis.



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- 1.6 Schools and educators shall hold sponsored and donated materials to the same standard used for the selection and purchase of curriculum materials.
- 1.7 The organization’s involvement in a program shall not limit the schools and teachers in the way sponsored materials are used.
- 1.8 Sponsor recognition and business logos shall be for identification rather than commercial purposes.
- 1.9 All organization sponsorship and advertising relationships shall be confirmed by a written contract.

2. Definitions

- 2.1 **Advertising:**
Advertising is the oral, written or graphic statement made by the seller in any manner in connection with the solicitation of business by promoting the desirable qualities to encourage the public to buy or to patronize in exchange for financial payment.
- 2.2 **Sponsorship:**
Sponsorship is an agreement between an individual school, the Board of Education and an individual group, organization or community-based group in which the sponsor provides financial or resource support in exchange for the recognition.
- 2.3 **Donation:**
A donation is a gift or contribution of money, goods or services, voluntarily transferred to a school or the school district which is given without expectation of something of value in return.

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

Within the context of the foregoing principles:

3. The only forms of *advertising* permitted in School District No. 23 shall be on vending machines, corporate logos on uniforms, and as part of sponsorship recognition.



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4. The following forms of sponsor/donor recognition shall be permitted:
 - 4.1 public notices/media including newspapers, radio, television;
 - 4.2 school newsletters for parents or the community;
 - 4.3 plaques, pictures or other notices at the district office;
 - 4.4 plaques, pictures or other notices at the donor’s place of business;
 - 4.5 a letter to the sponsor/donor from the principal, the district, the Board or the parent advisory council;
 - 4.6 a temporary sign at the school indicating the sponsor or donor’s name and/or logo, displayed for the duration of the sponsored or supported program, event, tournament, activity or production, up to a maximum of two weeks; the location, prominence and design of the sponsor or donor’s banner shall be tasteful and respectful of the cultural values of the community and the school as determined by the principal in consultation with the staff and school PAC;
 - 4.7 when off school district property, signage at the event, activity or Program
 - 4.8 the Board, at its sole discretion, may allow recognition plaques or notices from local, provincial or national non-profit service organizations to be posted more permanently (beyond the two week limit) as long as the location, prominence and design of the sponsor or donor’s plaque or notice is discreet, tasteful and respectful of the cultural values of the community, the school and the District as determined by the Board.
5. Sponsorships and donations may be assigned to an individual school at the sponsor/donor’s request.
6. Sponsorships and donations, which are not directed to a specific school or event, shall be distributed equally to the schools throughout the district, having regard to the needs of each school, the student population, and the amount of sponsorship the school receives through school-directed sponsorship.
7. All cash or other donations provided by sponsors/donors shall be tracked at the school level through standard accounting procedures.
8. All non-cash donations provided by sponsors may have brand names, trademarks, logos or tags for product or service identity purposes only.
9. 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 and the sponsor. All exclusivity



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- contracts are to be approved and signed by the Secretary-Treasurer.
10. Advertising and sponsorship shall not permit direct financial gain to district employees, students, parents or trustees.
 11. All sponsored educational materials shall be directed to the district which shall review them and ensure that they meet the following standards before distribution to the schools:

Accuracy

Statements are consistent with established fact or with current expert opinion.

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.

Completeness

The materials contain all relevant information and do not deceive or mislead by omission.

Language

Materials are both interesting and understandable.

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.

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.

12. The Board, or the principal and parent advisory council, shall have the authority to decline any form of advertising, sponsorship or donation; cash or in-kind should it be found to offend the values of the district or school.
13. The Board shall allow vending machines in all schools in the district and corporate logos on uniforms only in middle and secondary schools where the principal and the parent advisory council of the particular school are in agreement.



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14. The principal of the school, in consultation with the parent advisory council, shall determine the:
- design of the facade of the vending machine;
 - place and size of the corporate logo on uniforms, while maintaining the dominance of the school name;
 - nature of the contracts pertaining to vending machines, and corporate logos on uniforms.

Date Agreed: May 26, 1999

Date Reviewed: November 13, 2002

Date Amended: November 24, 2004, February 23, 2005

January 13, 2010, November 9, 2011; January 13, 2016

Related Documents: