



Administrative Regulations

ADMINISTRATION

1650

PARTNERSHIPS AND/OR CORPORATE SPONSORSHIP

1. Definitions:

(a) Partnership:

- A relationship formally defined and agreed to between an educational institution and:
 - an organization;
 - business;
 - industry;
 - another institute;
 - and/or government.
- created for mutual benefit of parties directly involved in an enterprise;
- not exploitive in nature;
- assumes that partnership activity will be toward increased gain to all parties involved;
- assumes a serious and lasting commitment to mutual satisfaction, productivity and to the maintenance of the integrity of the relationship itself.

(b) Corporate Sponsorship:

- a relationship formally defined and agreed to between an educational institution and a corporate body where there is provision of support by the corporation to the educational institution or activities within the institution.
- the relationship may be solicited by the corporation or the institution;
- the support may be financial, but it can also involve equipment, goods or services;
- the support may be provided in exchange/trade-off for involvement, input, access or recognition but this is not always the case;
- can be exploitive in nature but not usually;
- assumes the relationship will be toward a desired gain for both parties;
- assumes commitment, but not necessarily long-term.

(c) Advertising:

- a communication that a person/people may or may not have a choice to receive which is paid for and is intended to: inform; persuade; encourage a person to think, to feel, to act, to participate, to buy;
- often not created by the party initiating the communication;
- often created for profit;

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Date adopted: June 17, 2002

Revised: January 2011

Reference: Policy 4.1

Supt. Signature:

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1. Definitions continued

- sometimes exploitive in nature;
- assumes the communication and resulting activity will be toward increased gain for the party initiating the communication;
- often assumes no commitment to the receiver.

(d) Commercialism:

- enterprise involving business, industry, trade which includes the mercantile purchase and sale of goods or services where a person/people may or may not receive a choice to participate;
- the activity may be solicited by the commercial enterprise or by the client/customer;
- always for exchange/trade-off if not for profit;
- can be exploitive in nature but not necessarily;
- assumes the activity will be toward a desired gain;
- sometimes assumes no commitment to the client/customer other than that required by law.

- (e) “School community” shall include parents, students, staff and administration; and organizations, businesses and members of the general community who are school neighbours, sponsors, scholarship donors, or have a longstanding relationship with the school.

2. Partnerships, advertising or sponsorship identification agreements, commercial relationships including any commercial solicitation, and/or corporate sponsorships shall only be approved if:

- (a) they meet an identifiable need in School District No. 46;
- (b) the funding generated is for the purchase of goods or services that are beyond those for which the Ministry of Education has a responsibility to fund (e.g. extra-curricular activities, playground equipment);

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Date adopted: June 17, 2002

Revised: January 2011

Reference: Policy 4.1

Supt. Signature:

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1. Definitions continued

- (c) they allow for the maintenance of each respective organization’s expertise and resources and for each organization’s ways of operating; the recognition of educational staff rights, duties and responsibility for decision-making regarding curriculum, program implementation and other educational matters; and for consultation with support staff in decisions that may affect their rights, duties and responsibilities;
- (d) the school community has been made aware of the possibility through the usual communication channels and if a consultation process which allows for scrutiny and discussion within the school community has taken place;
- (e) the clear terms and conditions of the partnership have been discussed and/or are in the process of being developed. The finalized terms and conditions will include clearly stated goals and objectives, roles and responsibilities for each party, a named liaison who will represent each party to the other, 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;
- (f) it is understood by both partners that making the public aware of the partnership is necessary and, in fact, is seen by both as legitimately and mutually beneficial;
- (g) it is understood by both parties that explicit marketing or advertising which takes advantage of or exploits the agreement or is contrary to the spirit of School District regulations is not appropriate. All marketing and advertisements must be mutually pre-approved by the liaisons and according to the guidelines of each organization.
- (h) it is the opinion of the School District liaison (or person facilitating the discussions and related negotiative work on behalf of the school or the School District) that this advertisement agreement:
 - is ethical and respectful of the integrity of the public school system;
 - will not be nor create a situation where it could become overtly exploitive in nature;
 - is being established on a foundation of respect and trust;
 - assumes that the endeavor will result in mutual and increased gain for all parties involved.

Date adopted: June 17, 2002

Revised: January 2011

Reference: Policy 4.1

Supt. Signature:



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2. Partnerships ... continued

- (i) it is understood by both parties that advertising or sponsorship identification, representation of the partnership in the media and in published documents, advertising in school/School District media and published documents and other means (e.g. billboards, school annual, team uniforms) will be limited to corporate logos, names of products or services, and accurate product and/or service information when appropriate.
- (j) the purpose and goals of the prospective partner, advertiser, enterprise or corporate sponsor:
 - do not conflict with the goals of the B.C. school system, and/or those of School District No. 46;
 - are consistent with the social values of equity, access, inclusiveness, and open, fair and due process;
 - does not hold investments in business or other activities that contravene laws, bylaws, or ethical principles.
- (k) all the criteria for the partnership, advertising or sponsorship identification agreement, commercial relationship, or corporate sponsorship check list have been met.

3. If a partnership will involve the development of materials, courses of study or programs, it will guarantee cooperative planning among partners, high standards, balance and objectivity and conformation to the Ministry of Education/Ministry of Advanced Education and Technology criteria concerning curriculum development and learning resources.

4. Notwithstanding the above, of the forms of advertising or sponsorship identification over which the school or school district has control (and after consultation with the school community) only the following will be permitted:

- (a) advertising:
 - in learning resources selected by teachers, public health nurses or dental hygienists, including the internet, magazines, newspapers, pamphlets, and other learning resources;
 - on vending machines and score clocks;
 - of a limited type in school or district publications.

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Date adopted: June 17, 2002

Revised: January 2011

Reference: Policy 4.1

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School District No. 46 (Sunshine Coast)

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- (b) sponsorship identification on
- athletic uniforms and related equipment;
 - 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;
 - public notices or school newsletters;
 - plaques, pictures or other notices;
 - event or activity programs.
5. Any advertising using the School District No. 46 name and logo must have the approval of the Superintendent.
6. 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.
7. 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 discussed with the Secretary-Treasurer at the earliest possible stage.

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Date adopted: June 17, 2002

Revised: January 2011

Reference: Policy 4.1

Supt. Signature:

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