

## Administrative Procedure 525

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### CORPORATE SPONSORSHIP

#### BACKGROUND

The District supports corporate participation that encourages and promotes the development of mutually beneficial relationships between schools and the business and non-profit sectors via corporate sponsorships. This participation must enhance learning opportunities for children and build citizenship in our communities through partnering to help deliver quality, relevant curricular and co-curricular programs for students.

#### PROCEDURES

Corporate sponsorships are formal relationships where businesses give a product, service, or money for returns such as recognition or advertising or to meet a company goal related to community involvement. Examples of such sponsorships might include money and/or equipment in exchange for recognition at a ceremony. Corporate sponsorships are developed at both the school and District levels.

1. Corporate sponsorship agreements are supported when they:
  - 1.1 are respectful of the educational setting;
  - 1.2 treat the welfare of students as a paramount priority and create benefits for the students, school/District;
  - 1.3 enhance the delivery of quality, relevant curricular and co-curricular programs for students;
  - 1.4 are in keeping with the mandate, values and beliefs of the Board of Education and are consistent with District policies and procedures; and
  - 1.5 treat fairly and equitably all those served by ensuring that the sponsorship relationship does not discriminate by Indigenous identity, race, colour, ancestry, place of origin, religion, marital status, family status, physical or mental disability, sex, sexual orientation and gender identify or expression, or age.
2. Ethical Guidelines
  - 2.1 The agreement must not express exclusive endorsement of a company's products, services or ways of doing business.
  - 2.2 Decision makers for the school/District sponsorship must not benefit personally or professionally from the sponsorship.
  - 2.3 The agreement must respect requirements for confidentiality in the school system (The School Act and the Freedom of Information and Protection of Privacy Act).
  - 2.4 The Board of Education, through the Superintendent, has the authority to decline or terminate a sponsorship. The Board, through the Superintendent, reserves the right to refuse to accept or terminate any sponsorships that it determines:

- 2.4.1 contains conditions that conflict with the mission, vision, overall objectives or independence of the District;
- 2.4.2 is given with unacceptable conditions for its use or acknowledgement;
- 2.4.3 has arisen, or is suspected to have arisen, through illegal activity;
- 2.4.4 may damage the reputation of the District; or
- 2.4.5 is inappropriate or not in the best interests of the District to accept.

### 3. Accountability

- 3.1 Goals, objectives and benefits of the relationship must be stated clearly at the outset.
- 3.2 Resources provided by all parties must be clearly described.
- 3.3 Records of the operational activities of the relationships must be maintained.
- 3.4 Sponsorship performance is to be reviewed regularly to ensure ongoing benefits.
- 3.5 Sponsorships shall be one school year at a time and be renewable if desired. There must be provision for cancellation and/or renegotiation.
- 3.6 A summary of corporate sponsorships at the school shall be reported to the Secretary-Treasurer with the appropriate signed agreement submitted with the report.

### 4. Prior to entering any agreement, the Principal shall submit the following information to the Superintendent (or designate) for approval:

- Name of the Corporation;
- the purpose of the agreement;
- the benefit being provided to the school community;
- the expected form of recognition requested by the Corporation;
- identification of personnel involved in developing and implementing the agreement.

### 5. Recognition

- 5.1 The District will not accept sponsorships that include requirements to include anything permanently affixed to school District property or on any Corporate supplied equipment or materials provided to the school community or students (examples include logos, plaques).
- 5.2 The District does not offer naming of its programs or facilities after corporations as a form of sponsorship. Facilities are named in accordance with the criteria and procedures outlined in Administrative Procedure 541 - Naming New Schools.
- 5.3 Sponsorships are not eligible for a tax receipt as they are viewed as a business agreement in which the Company or Organization is getting some commercial benefit in return.

6. District Level Sponsorships

- 6.1 Decisions for District level sponsorships are coordinated through the office of the Superintendent.
- 6.2 The majority of corporate sponsorships will be developed at the individual school level. Generally, District-wide sponsorships may occur when a sponsorship is so widespread that it affects the majority of schools and/or when it is more advantageous to schools to enter into a sponsorship at the District level.

*Reference: Section 65, 85, School Act*

*SD No. 40 (New Westminster)*

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*Adopted: September 24, 2024*

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