

CORPORATE DONATIONS AND SPONSORSHIP

Background

The Division believes it is their responsibility to fund and support the delivery of education. To that end, the Division encourages corporate and community sponsorships as a means of enhancing learning opportunities beyond the basics established for children and building citizenship in our communities.

Guidelines

1. Corporate involvement must support the goals and objectives of schools' curriculum and instruction and must be in line with the policies, beliefs and practices of the Division.
2. Schools and educators shall hold sponsored and donated materials to the same standard used for the selection and purchase of curriculum materials.
3. All goods and funds donated become property of the Division.
4. The Division shall have the authority to decline any form of sponsorship, cash or in-kind, should it be found to offend the values of the Division or the particular school.
5. Corporate sponsorship involvement shall not require students to observe, to listen or to read commercial advertising on Division property.
6. Any corporate community relationship which requires a school or students to advertise a product, service, company or industry is prohibited. This includes advertising on uniforms, equipment and all division owned property.

Procedures

1. The following forms of sponsor recognition shall be permitted:
 - 1.1 Public notices, including newspapers, radio, television or any other form of public/social media, and school publications directed or intended for parents or the community at large (e.g., school newsletter, webpage).
 - 1.2 Plaques, pictures or other notices at the donor's place of business.
 - 1.3 A letter to the sponsor from the Principal, the Division, the Board or the School Council.
 - 1.4 The temporary placement of a sign in a school indicating the sponsor's name and/or logo, which is put in place for the duration of the sponsored program, event, tournament, production or activity. The location, prominence and design of the sponsor's banner shall be tasteful and respectful of the cultural community and the school.
2. All cash or other donations provided by sponsors shall be tracked by the school or Division using appropriate accounting procedures.
3. Sponsorship shall not permit financial gain to Division employees, students, parents/guardians or trustees.

Reference: Section 27 (2), School Act