

PARTNERSHIPS/SPONSORSHIPS

Background

The District recognizes the benefit of revenue generating initiatives for the purpose of enhancing programs and services to students. Revenue generating initiatives are intended to complement and not replace funding of education, which is the responsibility of the Government of British Columbia. All proposed partnerships/sponsorships must be aligned with the District's mandate and right for our District.

The District believes there is a role for business and community partnerships and sponsorships which operate within guiding principles as set out in this Administrative Procedure and other District operating procedures.

Definitions

Partnership A relationship formally defined and agreed to between the District and a non-District entity, including but not limited to:

- an organization,
- business,
- industry,
- another institution,
- and/or government.

This partnership is created for the mutual benefit of the parties directly involved and is not exploitive in nature.

Sponsorship

A relationship between the District and an individual, group, company or community-based organization where there is a provision of support by the sponsor to the District or to activities within individual schools. This is founded on the concept of mutual benefit and:

- may be by way of an exchange of human and physical resources,
- may involve the sponsor providing a product or service free of charge or at a reduced rate,
- may involve the sponsor providing financial support.

Procedures

1. Guiding Principles

- 1.1. Any partnership or sponsorship agreement is ethical and respectful of the integrity and autonomy of the public school system.

- 1.2. Any agreement will not be, nor create, a situation where it could become exploitative in nature.
- 1.3. All those served by the agreement will be treated fairly and equitably.
- 1.4. Student's access to District resources shall not be compromised as a result of an agreement. An example is the rental of a school gymnasium.
- 1.5. Any staff or student involvement in an agreement must be voluntary.

2. Approval

- 2.1. Any partnership or sponsorship which is presented, displayed, or alters the exterior of any District facility or property requires Board approval.
- 2.2. As individual schools cannot represent the District, any multi-school partnership requires District approval.
- 2.3. Any advertising using the District name or logo requires Board approval.
- 2.4. Any pending agreements involving business partnerships or sponsorships in excess of one year shall be approved only after consultation with the Superintendent and Secretary Treasurer and approved by the Board.
- 2.5. Principals, in consultation with the Superintendent, are responsible for authorization of:
 - 2.5.1. solicitation of products where the intention is to generate school funds;
 - 2.5.2. school-level sponsorships and partnerships which fall within the guidelines of the Guiding Principles.

Reference: Sections 8, 8.4, 8.5, 20, 22, 23, 65, 85 School Act

Approved: October 10, 2017

Revised: August 15, 2021