

POLICY 680: Business Community Advertising Sponsorship

The Board of Education of School District No. 8 (Kootenay Lake) acknowledges that businesses and service groups may from time to time choose to support, financially and materially, public school activities through sponsorships or partnerships. The Board supports the development of sustainable education-business relationships between the Board, its schools and the community, and encourages community groups, businesses, corporations, labour groups, civic organizations, industries, government agencies, colleges, universities and others to join in developing education-business relationships with the Board and /or its schools through various types of sponsorship/partnership arrangements for the benefit of the school community.

Acceptable sponsorship/partnerships provide benefits to the educational, cultural, artistic or athletic programs of students through the donation/contribution of products, services or money to a school or the district. The Board wishes to secure sponsorships/partnerships that are consistent with the values, principles and objectives of the District. Revenues acquired through sponsorships will be used to complement and not replace public funding for education.

It is the obligation of the Board to protect the welfare of School District #8 (Kootenay Lake) students and the integrity of the learning environment. When working together, schools, community groups and businesses must ensure that educational values are not distorted in the process. These relationships must be ethical and structured in accordance with the following principles:

1. Will not lead to the exploitation of the students;
2. Minimizes the implication that the Board of Education or the school endorses particular businesses, organizations, products or services;
3. Offers significant educational, cultural, artistic or athletic benefits or social values for students;
4. Expected acknowledgement is dignified, modest, reasonable and consistent with this policy;
5. Must be structured to meet an identified educational need;
6. Ensures protection against claims that are false or misleading;
7. Involves minimal intrusion into instructional time;
8. The receiving school or District has sufficient resources to pay for cost of installation, on-going maintenance, repairs and training.
9. Donated goods and services are held to the same standard used for the selection and purchase of curriculum materials.

Definitions

Related Legislation: Nil
Related Contract Article: Nil
Adopted: October 26, 2004
Amended: January 10, 2017
Amended: October 9, 2018
Amended: June 25, 2019

- A. **Advertising:** Advertising is the oral, written or graphic statement made in any manner in connection with the solicitation of business by promoting goods and/or services to encourage the public to buy or to patronize in exchange for financial payment.
- B. **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.
- C. **Partnership:** is a collaborative relationship between the Board and an organization or business wherein the resources of the Board and the partner are combined to enhance the quality and relevance of the educational program provided by the Board.
- D. **Donation:** refers to 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 good/services to the district, the school 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.