

**Policy Statement:** The Western School District encourages corporate and community partnerships/sponsorships that promote district policies, beliefs, curriculum outcomes, and practices.

### 1. Application

This policy applies to the Western School District all schools within the district and to all partnerships/sponsorships that are developed between schools and corporate and community organizations within the community or the district and similar organizations.

### 2. Rationale

The Western School Board believes that corporate and community partnerships serve to enhance educational quality and as such are encouraged. However, compulsory attendance confers on educators an obligation to protect the welfare of students and the integrity of the learning environment. Therefore, when working together, schools and businesses should ensure that educational values are not distorted in the process. Positive school-business relationships should be ethical and structured in accordance with the policies, beliefs, and practices of the Western School District.

### 3. Definition

**Sponsorship** is an agreement between an individual school and/or the Western School Board and an individual group, company or community-based organization in which the sponsor provides financial or resource support in exchange for recognition.

### 4. Guidelines

- a) 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 Western School District.
- b) Programs of corporate involvement must be structured to meet an identified educational need, not a commercial motive, and must be evaluated for educational effectiveness by the school/district on an ongoing basis.
- c) Schools and educators shall hold sponsored and donated materials to the same standard used for the selection and purchase of curriculum materials.

- d) Corporate involvement programs shall not limit the discretion of the schools and teachers in the use of sponsored materials.
- e) All goods and funds donated become property of the Board.
- f) The Western School District shall have the authority to decline any form of advertising or sponsorship, cash or in-kind, should it be found to offend the values of the district or the particular school.
- g) Sponsor recognition and display of corporate logo shall be for identification of contributors and shall not contain further commercial messages.
- h) All corporate sponsorship and advertising relationships shall be confirmed in writing or by contract as deemed necessary.
- i) Corporate sponsorship involvement shall not require students to observe, to listen, or to read commercial advertising on school board property.

## **5. Procedures**

- a) The Director or designate is to be made aware when a school is entering into sponsorship agreements of \$2500 or less. The Director or designate will be involved in the development of sponsorship agreements in excess of \$2500. The Board must give prior approval for any sponsorship of \$10,000 or greater.
- b) Sponsorships in the Western School District will be limited to vending machines, score clocks, corporate logos on uniforms, and other forms as approved by the district.
- c) The following forms of sponsor recognition shall be permitted:
  - i. Public notices, including newspapers, radio, television or any other form of public media, and school publications directed or intended for parents or the community at large (e.g., school newsletter, yearbook, webpage).
  - ii. Plaques, pictures or other notices at the district office.
  - iii. Plaques, pictures or other notices at the donor's place of business.
  - iv. A letter to the sponsor from the principal, the district, the Board or the parent advisory council.

- v. 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.
- d) Sponsorships:
- i. May be assigned to an individual school at the sponsor's request.
  - ii. Which are not directed to a specific school shall be used to support the district's efforts to support student learning.
- e) All cash or other donations provided by sponsors shall be tracked by the school or district using appropriate accounting procedures.
- f) All non-cash donations provided by sponsors may have brand names, trademarks, logos or tags for product service or identity purposes only.
- g) The administration of sponsorships, including the issue of exclusivity, shall be determined by the principal of the school, in consultation with the district, the School Council and the sponsor.
- h) Sponsorship shall not permit financial gain to district employees, students, parents or trustees.
- i) All sponsored educational materials shall be directed to the district which shall review them and ensure that they meet the following standards prior to distribution to the school:
- i. Accuracy  
Statements are consistent with established fact or with prevailing expert opinion.
  - ii. Objectivity  
Points of view are fairly represented. If the subject is controversial, arguments are balanced. Any sponsor bias is clearly stated and references to differing views are made.

iii. Completeness

The materials contain all relevant information and do not deceive or mislead by omission.

iv. Language

Materials are both interesting and understandable.

v. Non-discrimination

The text and illustrations are free of any content that could be considered derogatory toward a particular group, for example an ethnic group, a race or sex.

vi. Non-commercial

The name and logo of the sponsor is used to identify the source of the materials and, if applicable, to provide contact for further information.

Approved: March 4, 2008	Review Date: March 2012	Updated:
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