

Administrative Procedure 523

Sponsorships

Background

Sponsorships may be formed with individuals and businesses as they provide an opportunity for Black Gold School Division to build relationships and work together with the community. In addition, sponsorships provide the Division with another source of revenues or in-kind services to enhance the school experience.

All sponsorship activities must be in the best interests of students, school staff, the Division and the community and align with the Division's vision, mission, values, priorities and be compliant with the Division's Policies and Administrative Procedures.

This procedure applies to all sponsorship recognition of individuals or organizations

- on all Division property,
- at Division or school events,
- of programs or groups (school teams, clubs or activities), or
- in all media (print or digital) including year books, websites and other materials.

Definitions

1. Sponsorship: refers to the action of an external party providing funds or in-kind services to the Division and, in return, receive advertising or promotion of its brand, product or services. Based on CRA guidelines funds or in-kind services provided to the Division would be classified as sponsorship if:
 - The purpose of the sponsorship is to get recognition, and/or
 - There is a written or unwritten understanding that shows the donor expects and will receive a benefit in return for the sponsorship.
2. Division Level: refers to a sponsorship that impacts a number of schools and/or exceeds the threshold value a school can approve. Sponsorships that meet the Division criteria must be approved by Superintendent or designate.

Procedures

1. A sponsorship may be organized and coordinated either at the school or Division level.
 - 1.1 For sponsorships at the Division level, the Superintendent or designate will have responsibility for the organization and coordination of system-based partnerships.
 - 1.2 For sponsorships at the school level, the Principal or designate will have the responsibility for the organization and coordination of school-based partnerships unless it exceeds the limits described in this Administrative Procedure.
2. In consideration of a sponsorship, the following principles must be followed:

- 2.1 The sponsorship enhances the public image of the Division, and its reputation and standing.
 - 2.1.1 There should be no risk that acceptance of the sponsorship may harm the Division's reputation, due to the sponsor's identity or the identity of its affiliates.
- 2.2 There is no real or perceived conflict of interest between the sponsor and the Division.
- 2.3 The specific sponsorship proposed, including monies, in kind services etc., and will be of benefit to the Division.
- 2.4 As there is a benefit to the provider, sponsorships are not classified as charitable donations and charitable donation receipts will not be provided.
- 2.5 Sponsorship opportunities are to be non-exclusive; the Division provides an equal opportunity to all persons or entities who want to provide sponsorship to the Division.
- 2.6 The Division does not grant the use of its name or logo to a sponsor either in association with the sponsored event or for any other purposes of or uses by the sponsor.
- 2.7 Approval from the Communication Advisor is required to use commercial logos in conjunction with the Division or School Logos.
- 2.8 A sponsor's logo may be displayed in a school, or Division property for a temporary, time-specific, or event-specific period; this may include promoting extracurricular sporting and fine arts events, acknowledgement of sponsorships, and fundraising activities such as school fun fairs and confectionary sales.
- 2.9 Sponsor recognition and corporate logos will be for identification rather than commercial purposes and must not supersede or dominate the identity of the school or BGSD property.
- 2.10 The following forms of sponsor recognition are permitted:
 - 2.10.1 Public notices – including newspapers, radio, television or any other form of public media – and school publications directed to or intended for parents or the community at large (i.e. school newsletter or event program).
 - 2.10.2 Plaques, pictures or other notices at the school or Division Office.
 - 2.10.3 Plaques, pictures or other notices at the donor's place of business.
 - 2.10.4 Letter to the sponsor from the Principal, Division, Board or School Council.
 - 2.10.5 Temporary, non-permanent signage or banner including sponsor's name and/or logo, which is put in place for the duration of the sponsored program, event, tournament, production or activity.
 - 2.10.6 Depending on the scope of the project and/or support by the sponsor/donor, the Division may identify specific levels of recognition.
- 3. For Division level sponsorships:
 - 3.1 The nature and purpose of the sponsorship will be developed between the sponsor and the Division.
 - 3.2 Communication between the sponsor and the school system will remain at the Division level.
 - 3.3 The decision to continue or not continue with a sponsorship will be made by the Superintendent or designate and the sponsor.
- 4. For school level sponsorships
 - 4.1 Principals or their designates will have responsibility for the organization and coordination of school-based sponsorships.

- 4.2 The nature and purpose of the sponsorship will be developed between the sponsor and the school.
- 4.3 The outcomes of a school-based sponsorship must enhance the delivery of quality educational experiences for students.
- 4.4 Communications between the partner and the school will remain at the school level.
- 4.5 The decision to continue or not continue with a school-based partnership/sponsorship will be made by the Principal and the sponsor.
- 4.6 Approval of school-based agreements by the Principal is subject to the limits within Administrative Procedure 514 Signing Authority. Agreements beyond this must be approved by the Superintendent or designate.
 - 4.6.1 Maximum value \$25,000.
 - 4.6.2 Maximum length of agreement of 5 years.

Reference: Section 52, 53, 139, 197, 222, 256 Education Act