

Corporate Sponsorship and Access to Students Policy

5110 | Corporate Sponsorship and Access to Students Policy

Date Approved: March 11 2014

Date Amended: January 12 2021

Positive relationships between the school district and the business/corporate sector can contribute to the quality of education for students. In order to protect the welfare of students and the integrity of the learning environment, the Board expects that school district/corporate relationships, including sponsorships and donations, will be conducted in an ethical manner.

Corporate sponsorships and donations arise from informal or formal relationships where goods, services or funds are provided in exchange for returns such as gaining positive recognition or meeting a corporation's goal related to community involvement. These funds are provided to enhance but not replace funding from the provincial government.

The Board supports corporate sponsorships and donations which treat the welfare of students as a paramount concern and which:

- enhance the delivery of quality, relevant and culturally responsive programs for students;
- create additional and equitable opportunities for students;
- benefit the schools and the school district;
- are respectful of community standards;
- are respectful of the educational setting;
- provide unfettered ownership of the donation by the district; and
- are consistent with school district policies and regulations.

The Board will recognize the contributions of corporate sponsors through an appropriate expression of appreciation and by providing a charitable receipt for income tax purposes. At least three times per year the Board will receive a report of contributions received with a value of \$10,000 or more.

Agreements involving sponsorship identification, commercial relationships, or corporate sponsorship shall be approved by the Superintendent, who has the right to withhold approval or refer the agreement to the Board for approval. Agreements in excess of \$75,000 require the approval of the Board.

Related Policies and Regulations:

5110-10 General Access to Students Regulation

5110-20 Name Lists Regulation

5110-30 Advertising Materials in Schools Regulation

5210 Naming Policy

5210-10 School Participation in Community and Other Campaigns