

# ADVERTISING AND CORPORATE SPONSORSHIP

## Background

Prairie South School Division is committed to ensuring fair and equitable transactions with all members of the community.

The Division actively encourages the establishment of positive relationships and partnerships with the business community so long as such relationships provide opportunities to expand resources and experiences that benefit students.

## Procedures

### 1. Partnerships

- 1.1 Partnerships in education are to be mutually beneficial and follow the [Ethical Guidelines for Business – Education Partnerships](#) established by the Conference Board of Canada.
- 1.2 Partnerships may be established if they:
  - 1.2.1 Enhance the quality of education for learners through meaningful connections to the education program
  - 1.2.2 Are based on clearly defined expectations, roles, and responsibilities of partners as developed through a consultation process
  - 1.2.3 Are evaluated on an on-going basis
  - 1.2.4 Are voluntary and may be terminated by one or both partners at any time, and
  - 1.2.5 Meet the requirements to be recognized as a Full Partnership or Program-Based Partnership as per the Partnerships Rationale, completes a Partnership Proposal and Partnership Agreement.

### 2. Curricula

- 2.1 The Division does not support or accept sponsorship of any curriculum in the school by a business or corporation.

### 3. Materials

- 3.1 The materials sponsored or developed by corporations must be:
  - 3.1.1 Accurate, objective, and complete
  - 3.1.2 Written in a manner appropriate to the target age group and,
  - 3.1.3 Promoted as conservatively as possible.
- 3.2 Subject to the approval of the Director of Education, corporate sampling or product distribution, either on or off school premises may be permitted if it is consistent with and enhances the school program.

- 3.3 The demonstration of materials at a school by a representative of a business is permitted subject to the approval of the Director of Education.

#### **4. Professional Development Activities**

- 4.1 Sponsorship of employee professional development activities is permissible subject to the approval of the Director of Education.

#### **5. Extra-Curricular Activities**

- 5.1 Sponsorship of specific events is permitted if such involvement is consistent with the goals, values, and mission of the school division.

#### **6. Advertising**

- 6.1 The direct advertising or selling of products or services that are not consistent with the goals and guiding principles of the school division is not permitted on school division premises.
- 6.2 Passive advertising as found on vending machines, equipment, and print materials is permitted, if authorized by the principal.
- 6.3 Signage which explicitly promotes a business or product is permissible provided it is needed to acknowledge the contribution of a business for a specific event.
- 6.4 No one company is to be given exclusive rights to any form of advertising, signage, or corporate contribution to a school, however, subject to Director of Education approval, these rights may be given to a portion of a school, provided it is consistent with the values of the school division.

#### **7. Donations to Prairie South School Division**

- 7.1 All donated materials must be educationally appropriate to the school.
- 7.2 Donation of money for fund-raisers, awards, or bursaries may be accepted. Refer to *Administrative Procedure 370 – Student Awards*.
- 7.3 Charitable receipts must be processed through the office of the Superintendent of Business and Operations or School Cash Online.

#### **8. Donations by Prairie South School Division**

- 8.1 Prairie South will not contribute any share of the grant funding from Government to:
  - 8.1.1 Any organization that is not part of Prairie South School Division, and
  - 8.1.2 Individuals seeking to raise funds for a cause or event.
- 8.2 Prairie South will not contribute to any politicians, candidates, political parties, organizations or lobby groups.

Reference: Sections 85, 87, 175 Education Act  
Ethical Guidelines for Business Education Partnerships

July 24, 2019

---