



Corporate Sponsorship and Advertising in Schools Administrative Procedure

Department: Superintendent of Schools
Section: System Administration

School principals and staff are in the best position to decide what corporate sponsorship and/or advertising will occur in their schools. They will make these decisions, within the expectations and guidelines of this policy and other Board policies, after providing an opportunity for input from parents/guardians and other stakeholders.

Specifically

1. Current examples of corporate sponsorship include, but are not limited to, the following: signage, bulletin boards, score boards, vending machines, breakfast, music or drama program support, advertising in year books and school agendas, and provision of team uniforms and sporting equipment. As new forms of corporate activity are considered, they will be subject to the principles and guidelines of this policy.
2. Principals shall seek input from school staffs, student councils, parent/guardian school organizations and school advisory councils, before making a decision to allow a new form of corporate advertising or sponsorship. Principals shall evaluate proposals for sponsorship and/or advertising to ensure:
 - the age-appropriateness of the product, service or advertisements, including the “presentation” (message, language, visuals);
 - human rights legislation is followed;
 - the proposal does not exploit or take advantage of the student as a captive market;
 - compatibility with Board values, as expressed in the mission, vision guiding principles, belief statements and Board policies;
3. Local businesses or regional branches of corporations that have been found guilty of unethical or illegal practices will be denied approval for advertising and sponsorship in schools.
4. If a question or concern is raised, principals will check with the Better Business Bureau and court records to determine if a local corporation has been found guilty of an unethical or illegal activity.
5. Principals shall evaluate all resources provided through corporate sponsorship for bias, according to the same standards used in the selection of all curriculum resources, before they may be used in classrooms/schools.
6. No corporation will gain sole access to advertising or sponsorship in a school or schools.
7. Partnership agreements with corporate sponsors shall be in writing, for a limited period of time, possibly with an opportunity for renewal.

Monitoring

- The Superintendent of Schools is responsible for the implementation, monitoring and revision of this administrative procedure.
- This administrative procedure will be monitored annually.

Superintendent Approved: April 20/05
Ref: BP 101.5
Monitoring Date: Annually
Revised: May 4/11, October 9/12, October 16/14