



Sponsorship, Donor and Partnership Recognition Guidelines Exhibit 2

Related Policy: PL 3 – 08.1.1 Facilities and Property Naming ; PL 3 – 07.2.0 Sponsorships, Donors and Partnerships
Related Procedure: AP 5 – 14 Sponsorships, Donors, Partnerships and Contracted Services

Public recognition of sponsors/ donors / partners is encouraged. To ensure that CESD's sponsor / Donors / partner recognition is consistent and appropriate across programs, activities, guidelines have been developed.

Acknowledgements will be limited to company name, logos, slogans which are an established part of the supporter's identity, trade names, addresses and telephone numbers. CESD will not provide product endorsements.

The following guidelines apply to recognition of sponsors / partners in print and electronic mediums.

1. CESD's name and/or logo should appear first and be of equal or larger size than the sponsors / donors / partners.
2. CESD's name and/or logo should be equally as visible as the sponsor's / donors / partner's name and/or logo.
3. Sponsors/Donors should be listed alphabetically or alphabetically within sponsorship ranges. It is suggested that variations on the below wording be used as an introductory statement to a list of sponsors:
"CESD gratefully acknowledges the support received for xyz from the following contributors"
4. Beyond the recognition provided following these guidelines, the Division / school must not be used as a means of distributing advertising to students or their parents.
5. Students and/or their parents are not required to attend a particular place of business in order to receive an award for participation in a Division / school project or an activity which is sponsored by a business.