



PL 3 – 07.2.0 Sponsorships and Partnerships

Related Policies:	Date of Approval: 2019 June 26
Related Procedures:	Last Amended: 2019 November 13
Exhibits:	Last Reviewed: 2019 November 29

FOUNDATIONAL PILLAR - Operational Expectations

EXPECTATION

It is the will of the Board that the Superintendent shall ensure that sponsorships and partnerships support the Division's **Organizational Goals**.

DEFINITIONS

Partnership agreement - are written agreements for mutual benefit between the Division and an external partner which share human, material, or financial resources to enhance learning for students in the Division.

Sponsorship agreement - are written agreements between the Division and an external partner, where the partner provides the Division with money, price reductions, equipment, materials, or services in exchange for product or company recognition for a specified period of time.

REQUIREMENTS AND LIMITS

1. The Superintendent may permit promotional items to be used in schools without a *sponsorship agreement* if the following conditions are met:
 - a. The conditions of their use within the schools are determined solely by the Superintendent and are not imposed by any outside organization.
 - b. The items are judged by the Superintendent to have sufficient educational or other value to justify their being used in schools.
 - c. Any advertising, if permitted, is appropriately minimized.
 - d. The school must not be used as a means of distributing advertising to students or their parents.
 - e. 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 school project or an activity which is sponsored by a business.
2. Only the Superintendent may enter into a *sponsorship or partnership agreement* on behalf of the Division.
3. The Superintendent shall inform the Board prior to entering into a *sponsorship or partnership agreement*.
4. Prior to entering into any *sponsorship or partnership agreement*, the Superintendent will conduct a risk/benefit analysis based on the following questions:
 - a. Is the sponsorship or partnership supportive of the Division's Organizational Goals?
 - b. Are the sponsor's or partner's expectations pertaining to control, exclusivity, oversight, and outcome(s) acceptable to the school and the Division?

- c. How will the Division review and approve public statements about the project?
 - d. Are the sponsor's or partner's expectations regarding recognition or acknowledgment of their support acceptable to the school and the Division?
 - e. Would the acceptance of the sponsorship or partnership create any conflicts of interest for Division staff and employees?
5. All *sponsorship and partnership agreements* shall include the following clauses:
- a. A termination date.
 - b. Provisions to terminate the agreement.
 - c. Requirements that the Superintendent approve the sponsor's use of the Division's name and/or logo.
 - d. A disclaimer ensuring that no warranties or guarantees are implied.
 - e. A hold harmless clause.

ASSURANCES

1. In February, the Superintendent shall provide a list of all *sponsorship and partnership agreements* to the Board.

HISTORY

2019 June 26 Approved

2019 Nov 13 Amended

2019 Nov 29 Reviewed