

## AP 5014: Education Partnerships, Corporate Sponsorships and Donation Agreements

### Background:

The District recognizes that positive school and business relationships can enhance the educational experience of students and contribute to high-quality education. The District seeks to develop such relationships; education partnerships and corporate sponsorships offer opportunities to do so.

Educational partnerships, corporate sponsorships and donation agreements are relationships, informal or formal, in which products or services are provided in exchange for returns such as recognition, advertising or goal-achievement related to community involvement.

In such agreements, District schools and the businesses with which they partner bear a responsibility to ensure that educational values are not distorted in the process. The District expects that District school and business relationships will be conducted in an ethical manner in accordance with Board policy and administrative procedures and adhere to the following criteria.

### Procedures:

1. Educational partnerships, corporate sponsorships and donation agreements are supported when such agreements:
  - 1.1. Treat the welfare of students as a paramount concern;
  - 1.2. Enhance the delivery of high-quality, relevant curricular, co-curricular, and extra-curricular programs;
  - 1.3. Benefit the District and its schools;
  - 1.4. Are respectful of community standards;
  - 1.5. Are respectful of the educational setting;
  - 1.6. Allocate resources to complement and not replace public funding for education; and
  - 1.7. Are consistent with legislation, District policies, administrative procedures and collective agreements.
2. Principles
  - 2.1. Upon acceptance, donations and gifts become the property of the District.
  - 2.2. There shall be no actual or implied obligation to purchase the sponsors' or donors' services or products.

- 2.3. No employee of the District shall accept a personal donation or gift in cash or kind, or benefit from the corporate sponsor or donor.
- 2.4. There shall be no restrictions expressed or implied by the donor as a condition of accepting the sponsorship, donation or gift.
3. In planning educational partnerships, corporate sponsorships and donation agreements, the school principal or District representative must consider the following:
  - 3.1. How such agreements provide equitable opportunities for students;
  - 3.2. Ways to acknowledge each partner's contributions through appropriate forms of recognition;
  - 3.3. The appropriateness of the type of recognition at each level: elementary, middle, secondary; and,
  - 3.4. The quantity, location dimensions and duration of displays of corporate identifiers (such as logos or other branding) placed in the school.
4. District-Level Partnerships, Sponsorships and Donation Agreements
  - 4.1. District-level partnerships, sponsorships and donations are coordinated through the Secretary-Treasurer to help ensure equity of distribution of funds.
5. School-Level Partnerships, Sponsorships, Donations and Fundraising
  - 5.1. School level partnerships, sponsorships, donation agreements, and fundraising agreements are coordinated through the principal.
  - 5.2. School-level partnerships, sponsorships, donation agreements and fundraising under five thousand dollars (\$5,000) will be approved by the principal.
  - 5.3. School-level sponsorships, donation agreements and fundraising agreements over five thousand dollars (\$5,000) will be approved by the principal, communicated to the PAC and reported to the Secretary-Treasurer.
  - 5.4. All school-level partnerships, sponsorships, donation agreements, and fundraising agreements that commit the District to a contract period in excess of one (1) year require the approval of the Secretary-Treasurer.
6. Recognition of an educational partner or sponsor may occur in the following ways, regardless of the type or amount of the sponsorship or gift:
  - 6.1. In a newsletter;

- 6.2. Small signs, sandwich boards, or wall posters of the partner or sponsor may be accompanied with the principal's recognition and appreciation during the sponsored event;
  - 6.3. Partnership or sponsorship advertisements are permitted in programs for events such as District events, graduation, music and drama productions, festivals, sports tournaments, yearbooks, awards, scholarships, etc.;
  - 6.4. The logo of a partner or sponsor may be part of the appreciation (no website link to be included). It must not occur more than once unless the partnership or sponsorship is provided on an on-going basis. The logo(s) must be a maximum of 50% of the size of the school or district logo on any publication.
7. For donors requesting a receipt for tax purposes, the following will apply:
- 7.1. Tax receipts will not be issued for donations of less than twenty-five dollars (\$25).
  - 7.2. Cash donations will be made payable to School District No. 8 (Kootenay Lake) and forwarded to the School Board Office for receipt. The donations will be allocated to the school or program for which they were intended.
  - 7.3. Donations in kind will be evaluated by a person or persons knowledgeable in that area, designated by the Secretary-Treasurer, prior to a receipt being issued.
  - 7.4. Tax receipts will not be issued to parents/guardians for payment of fees or donations that benefit their own child(ren).
8. Recognition for a partnership or corporate sponsorship will not be approved in the following areas:
- 8.1. Silk-screening or embroidered logos on team or academy gear or clothing;
  - 8.2. Permanent banners, posters, or any signage in the school;
  - 8.3. Alcohol or cannabis-related businesses;
  - 8.4. Distribution of brochures, handbills, business cards or similar types of promotions.
9. Disposal
- 9.1. As the equipment donated becomes obsolete or has completed its useful life, it may be disposed of, in accordance with Board policy.