



School District No. 19 (Revelstoke)

Policy Manual

8.2 CORPORATE SPONSORSHIP

The Board of School Trustees believes that the school environment must be preserved for sound educational activities and resources and not serve as a venue for promoting commercial gain. Corporations, businesses and service organizations may from time to time choose to support financially and/or materially public school activities.

The Board also recognizes that such support / sponsorship needs to be clearly articulated so that all parties fully understand their respective responsibilities and benefits. Such support / sponsorships will be established in accordance with the guidelines outlined in this policy.

Guidelines

1. These guidelines do not apply to scholarships or bursaries.
2. Sponsors may support programs, services and activities which complement education.
 - 2.1 Sponsorships may provide, but are not limited to: learning resources, equipment, transportation, accommodation, materials, clothing, food, trophies, ribbons, prizes and cash.
 - 2.2 Potential sponsor's messages and/or products must:
 - 2.2.1 be free of bias and stereotyping;
 - 2.2.2 not relate to alcohol or tobacco;
 - 2.2.3 not articulate any religious dogma, political advertisement and/or corporate political stances; and
 - 2.2.4 be sensitive to the wide variety of values which must be respected within the school.
 - 2.3 Corporate identification shall be limited to corporate logos.
 - 2.4 There shall be no pressure to compel the students or the school community to support sponsors, or any actual or implied obligation to purchase the sponsors' or donors' services or products.



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3. Sponsors may be recognized in a dignified, appropriate manner which insulates students from any obligation to purchase the sponsor's services or products.
4. All cash donations must be documented using approved accounting procedures outlined by the Secretary-Treasurer or designate.
5. No cash or benefit may be directed to any individual student, employee or volunteer.
6. The Principal shall approve all school-level sponsorships. The Superintendent or designate will monitor all sponsorships in the district so that inequities do not develop.