



3300: CORPORATE SPONSORSHIP (AP)

Approved: 96 09 10

Approved: 25 10 07

1. Purpose

This administrative procedure establishes the process for seeking, approving, and managing Sponsorship Agreements in the Pacific Rim School District and is written to accompany the district's XXX: Donations and Corporate Sponsorship (P). This document does not apply to scholarships or bursaries.

2. Definitions

“Sponsorship” A business or organization provides financial or in-kind support to the District, a school, or a program in exchange for recognition or other agreed benefits.

“Donation” A voluntary gift of funds or resources with no expectation of recognition, benefit, or return.

3. Approval Levels

- All sponsorship proposals must be submitted to the Superintendent (or designate).
- Only the Board of Education has authority to approve and enter into sponsorship agreements.
- Principals, managers, or other staff may not approve or sign sponsorship agreements; their role is limited to identifying opportunities and referring them to the Superintendent.

4. Sponsorship Criteria

The Board will consider sponsorships that:

- Provide direct or indirect benefits to students, staff, or schools.
- Align with the District's Strategic Plan and educational goals.
- Respect the principles of inclusivity, reconciliation, sustainability, and social responsibility.
- Comply with all applicable laws, Ministry of Education and Child Care requirements, and Board policies.

The Board will not accept sponsorships from organizations, businesses, or individuals whose primary products, services, or public image:

- Are inconsistent with the values of public education (e.g., alcohol, cannabis, tobacco, weapons, pornography, gambling).
- Conflict with the District's health, wellness, and safety standards.

- Create real or perceived conflicts of interest with employees or trustees.
- Include religious or political advertisements/stances.

5. Sponsorship Agreement Requirements

All sponsorship agreements must:

- Be in writing and signed by the Board Chair (or designate) and the Sponsor.
- Clearly define expectations, contributions, duration, renewal terms, recognition, and termination provisions.
- Ensure that no commercial influence occurs in classrooms, curricula, or student services.
- Comply with FOIPPA, the *School Act*, and relevant Ministry directives.
- Align with the details as set out in the district's Corporate Sponsorship Policy.

6. Recognition of Sponsors

- Recognition may be limited to neutral acknowledgment of the sponsor's name/logo (e.g., *"With appreciation to Sponsor's Name for support"*).
- Advertising to students is prohibited; acknowledgements may be displayed (e.g., plaques, banners, website mentions) but cannot promote products directly.
- Use of District logos must comply with the XXX: Organizational Logo Use (P) and corresponding XXXX: Organizational Logo Use (AP).

7. Conflict of Interest

- District employees and trustees must declare any personal, financial, or business interest in a potential sponsorship.
- Sponsorships shall not be accepted where conflicts of interest exist.

8. Exclusivity

- Exclusive sponsorship agreements will only be considered where demonstrably in the best interest of students.

9. Public Perception Review

- Where a sponsorship could reasonably be perceived as controversial, the Superintendent will ensure the matter is considered by the Board before any decision is made.

10. Monitoring and Reporting

- The Manager of Corporate Services will ensure a record of all sponsorship agreements is maintained.

- Agreements may be subject to review by the District's auditors.

11. Termination

Sponsorship agreements may be terminated by the District if:

- The sponsor fails to meet agreed obligations.
- The sponsor's products, services, or public image become inconsistent with District values.
- Continuation would bring the District's reputation into disrepute.

RESOURCES AND REFERENCES

Pacific Rim School District – XXX: Corporate Sponsorship (P)

Pacific Rim School District – XXX: Donations (P)

Pacific Rim School District – XXXX: Donations (AP)

XXX: Organizational Logo Use (P)

XXXX: Organizational Logo Use (AP)

School District No. 61 (Greater Victoria) – Policy 1325 Partnerships

School District No. 62 (Sooke) – Sponsorships and Donations

School District No. 23 (Central Okanagan) – Policy 735 Advertising and Sponsorship in Schools

School District No. 36 (Surrey) – Policy 10800 - Education Business Community Partnerships

School District No. 43 (Coquitlam) – AP 196 Corporate Sponsorships

APPENDIX A

Sponsorship Agreement

This Sponsorship Agreement ("Agreement") is made this ____ day of _____, 20__, between:

School District No. 70 (Pacific Rim) ("the District")
4690 Roger Street,
Port Alberni, BC V9Y 3Z4

AND

Sponsor's Legal Name (the "Sponsor")
Address

Together referred to as "the Parties."

1. Purpose

The Sponsor wishes to provide financial or in-kind support to the District as a Sponsorship (not a donation), with recognition provided as outlined below. All sponsorships are entered into with the Board of Education as the contracting authority.

2. Term

This Agreement will commence on _____, 20__, and will remain in effect until _____, 20__, unless earlier terminated under this Agreement.

3. Sponsorship Contribution

The Sponsor agrees to provide:

- ☐ Financial contribution in the amount of \$_____ (payable by _____).
- ☐ In-kind goods/services valued at \$_____ (detailed in Schedule A).
- ☐ Other: _____

4. Recognition

All forms of public recognition will be provided to the Board for approval, prior to being made public.

5. Ownership and Use of Logos

The Sponsor grants the District permission to use its name/logo solely for purposes of recognition under this Agreement. The District grants the Sponsor permission to use the District's name/logo as per the district's XXX: Organizational Logo Use (P) and XXXX: Organizational Logo Use (AP).

6. Exclusivity

This Agreement ☐ does / ☐ does not provide exclusivity to the Sponsor.

If exclusivity is granted, the following terms apply:

- a) _____
- b) _____
- c) _____

7. Compliance

The Sponsor acknowledges that all activities under this Agreement must comply with:

- a) The *School Act* (BC),
- b) The *Freedom of Information and Protection of Privacy Act* (FOIPPA),
- c) District policies and procedures, and
- d) Applicable provincial and federal laws.

8. Indemnification and Liability

The Sponsor agrees to indemnify and hold harmless the District, its employees, and trustees from any claims, damages, or losses arising from the Sponsor's activities under this Agreement.

9. Termination

Either Party may terminate this Agreement with 30 days' written notice, however any monies received prior to said notice will not be returned. The District may terminate immediately if:

- a) The Sponsor fails to meet obligations;
- b) The Sponsor's products, services, or public image become inconsistent with District values; or
- c) Continuation would bring the District into disrepute.

10. Entire Agreement

This Agreement constitutes the entire understanding between the Parties and supersedes all prior agreements. Any amendments must be in writing and signed by both Parties.

11. Notices

All notices shall be delivered in writing to the addresses indicated on the sponsorship agreement.

12. Non-Endorsement

Nothing in this Agreement shall be interpreted as the District's endorsement of the Sponsor, its products, services, or organizational practices. Recognition is limited to that which is specified in Section 4 of this agreement.

SIGNATURES

For the District:

Name:

Title: Board Chair

Date:

For the Sponsor:

Name:

Title:

Date:

SCHEDULE A – Details of In-kind goods/Services

Itemized description of goods/services (if applicable)

Delivery timelines

Valuation method