



School District No. 27 (Cariboo-Chilcotin)

CORPORATE, COMMERCIAL AND INDIVIDUAL SPONSORSHIP

Policy No. 3280.1

Effective: January 2007

Initial Adoption: December 1994

Preamble

The Board is committed to community involvement in the schools and views corporate and commercial sponsorship of student activities as a positive step in developing links with the community.

Policy

The Board encourages corporate and commercial sponsorship in support of student activities in schools. Such sponsorship shall be provided in accordance with Board regulations.

Regulations

1. Corporate and commercial sponsors from the community may support school teams, bands, clubs, drama and other activities within the schools.
2. Commercial enterprises identified with products that relate to alcohol or tobacco or other enterprises deemed by the Superintendent of Schools to be harmful to the health and/or morals of youth will not be accepted as corporate sponsors.
3. All contacts with prospective sponsors will be reported to the Superintendent of Schools or his designate for consideration. The Superintendent of Schools, or his designate, and the principal involved will then decide upon the merits of the prospective sponsorship.
4. The terms of the sponsorship will be as agreed between the sponsor and the principal(s) of the school(s) in receipt of the sponsorship, subject to the approval of the Superintendent of Schools, or his designate, and Secretary-Treasurer.
5. Sponsor's logos may be used in a tasteful and discreet manner.
6. Commercial sponsorship may provide cash, accommodation, materials, clothing, equipment, food, trophies, ribbons, prizes, etc. All donations of cash or kind should enhance the image of the school and its students and the community.
7. Sponsors may be recognized in programs, media releases, school newsletters, assemblies and posters as mutually agreed upon by the sponsor and principal. However, the students or school community will be under no obligation to support the commercial enterprise exclusively.
8. All cash donations are to be properly accounted for in accordance with the

district's trust account policy and accounting procedures.

9. A statement of all sponsor donations of cash or kind shall be made available to the Board of School Trustees upon request. The school district will issue tax receipts to those sponsors requesting them for donations approved under clause 4 above and which meet the requirements of the Income Tax Act.
10. No cash may be directly paid to any player, team coach or club/activity sponsor. No such funding may be used in any way to entice or reward athletes or coaches, or to recruit players for the school.
11. The District may enter into sponsorship relationships for the benefit of the District as a whole. Such relationships will become subordinate to District initiatives. Dispersal of proceeds of such arrangements will be at the discretion of the Board.