



AP 5 – 14 Sponsorships, Partnerships and Contracted Services

Related Policies:	Initial Approval:
Related Procedures:	Last Amended: 2024 October 3
Exhibits: Confidentiality Agreement	Last Reviewed: 2019 December 17

PURPOSE

To ensure that sponsorships and partnerships and contracted work support the Division's **Organizational Goals**.

SCOPE

This administrative procedure applies to all Division staff.

DEFINITIONS

Partnerships - are written agreements that are mutually beneficial, co-operative relationships in which partners share values; objectives; human, material, or financial resources; roles and responsibilities to enhance learning for students.

Sponsorships – are written agreements that are defined as the provision of money, price reductions, equipment, materials, or services in exchange for product or company recognition for a specified period of time.

Promotional Items - Promotional items are logos or tangible items imprinted with an individual, organization or company name, logo or message designed to increase brand or business awareness.

Confidential Information means information that is not on the Chinook's Edge School Division's (CESD) public record and not available upon request and which appears in any form and recorded on any medium, including but not limited to written and electronic records, social media and verbal information.

Personal Information means (see section 1(n) of FOIP) recorded information about an identifiable individual, including, but not limited to

- a. an individual's name, home or business address or home or business telephone number;
- b. an individual's race, national or ethnic origin, race, or religious or political beliefs or associations;
- c. an individual's age, sex, marital status or family status;
- d. an identifying number, symbol or other particular assigned to the individual;
- e. individual's fingerprints, other biometric information, blood type, genetic information or inheritable characteristics;
- f. information about the individual's health and health care history, including information about a physical or mental disability;
- g. information about the individual's educational or learning profile (ie. individual personal plan (IPP) or learning Support plan (LSP));
- h. anyone else's opinions about the individual; and
- i. an individual's personal views or opinions, except if they are about someone else

PROCEDURES

1. Only the Superintendent may enter into a sponsorship or partnership agreement on behalf of the Division.
2. School Principals shall obtain the approval of the Superintendent for any sponsorship or partnership agreement.
3. The Superintendent will use the following criteria to decide on approval for a sponsorship or partnership agreement, the Superintendent will conduct a risk/benefit analysis based on the following questions:
 - To what degree is the sponsorship or partnership supportive of the Division's **Organizational Goals**?
 - Are the sponsor's or partner's expectations pertaining to control, exclusivity, oversight, and outcome(s) acceptable to the school and the Division?
 - How will the Division review and approve public statements about the project?
 - Are the sponsor's or partner's expectations regarding recognition or acknowledgment of their support acceptable to the school and the Division?
 - Would the acceptance of the sponsorship or partnership create any real or perceived conflicts of interest for Division staff and employees?
4. 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.
5. All sponsorship and partnership agreements must be signed by the superintendent or designate.
6. The Principal 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 Principal and are not imposed by any outside organization.
 - b. The items are judged by the Principal 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.
7. Any contractor hired to work for or complete work on behalf of the Division must have a signed contract or agreement in place. In addition, if the contractor will have access to confidential or personal information, the Confidentiality Agreement in Exhibit A of this administrative procedure must be completed.

REFERENCE AND LINKS

HISTORY

2019 Oct 11	Reviewed
2019 Dec 17	Reviewed
2024 Oct 3	Amended