



The Board of Education of School District No. 83 (North Okanagan-Shuswap)

BRIEFING NOTE

TO: Board of Education **DATE:** 19 January 2021
FROM: Peter Jory, Superintendent of Schools/CEO
RE: **Policy 270 – Corporate Advertising and Sponsorship**

Background

Policy 270 – Corporate Advertising and Sponsorship was presented to the Policy Committee on February 13, 2019 as part of a policy review process. First reading was approved by the Board on September 17, 2019.

Revisions to the policy are minor wordsmithing edits and formatting only. It is being presented to the Board for second and final reading at this time.

Recommendation

That the Board of Education approve the second and final reading of Policy 270 – Corporate Advertising and Sponsorship as presented.

Respectfully submitted,

Peter Jory
Superintendent of Schools/CEO

270 CORPORATE ADVERTISING AND SPONSORSHIP

The Board of Education of School District No. 83 (North Okanagan-Shuswap) believes that when engaging in business relationships, schools must be mindful of their obligation to the welfare of students and the responsibility to the integrity of the learning environment. All school-business relationships shall be ethical and not result in exploitation of students; as such, each school shall be guided by the following guidelines:

Guidelines

1. Corporate involvement shall not require or obligate students to observe, listen to, or read commercial advertising other than in an incidental manner.
2. Corporate involvement must support the goals and objectives of the schools.
3. Corporate involvement shall not limit the discretion of the schools to select or reject the use of any sponsored materials.
4. Schools and educators shall hold sponsored materials to the same standard used for the selection of curricular materials.
5. All school business relationships shall conform to the same standard of legal, ethical, and business criteria as required by the school district.
6. Sponsor recognition and corporate logos shall be for identification rather than commercial purposes and shall not supersede or dominate the identity of the school or school district property (i.e. busses).
7. All corporate sponsorship and advertising relationships shall be confirmed by a written agreement. This written agreement will be available to the public upon request under the terms of the Freedom of Information and Protection of Privacy Act.
8. Each school principal shall, in consultation with their staff, parents and students, and in accordance with the preceding principles and prior to engaging in a relationship, establish appropriate guidelines and procedures for the development of corporate sponsorship, advertising and relationship programs within the school. In the event of any unresolved issue concerning corporate sponsorship or advertising, the matter will be forwarded to the Superintendent for resolution.

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- 7.8. Each sSchool Pprincipal shall, in consultation with their staff, parents and students, and in accordance with the preceding principles and prior to engaging in a relationship, establish appropriate guidelines and procedures for the development of corporate sponsorship, advertising and relationship programs within the school. In the event of any unresolved issue concerning corporate sponsorship or advertising, the matter will be forwarded to the Superintendent of Schools for resolution.