

EDUCATIONAL PARTNERSHIPS AND SPONSORSHIPS

Background

Greater St. Albert Roman Catholic Separate School District No. 734 believes that the formation of educational partnerships or sponsorships with individuals, businesses, or community partners provides an opportunity for educators to work collaboratively with the community in an effort to support learning and growth opportunities for students in the District.

All partnerships or sponsorships must be beneficial to students by providing enhanced resources or opportunities. Partners or sponsors must align with the District's mission, vision, values and are required to be compliant with the District's Administrative Procedures.

Principals may work with partners or sponsors with the intention of assisting students with ongoing activities and/or events while ensuring that the primary goal for the partner or sponsor is to provide valuable resources for students rather than gain ongoing publicity or advertising. The premise of a partnership or sponsorship must be to assist the school or District as opposed to seek publicity or an opportunity to advertise.

We welcome partners and sponsors who support Catholic education, have an educational focus, provide social value to students and their families, and support the implementation of District instructional or extra-curricular programming.

Definitions

Advertising refers to the act of drawing attention to a product, service, individual or organization for the purpose of promotion and/or publicity.

Donation refers to a gift, offering or free contribution to a school or the District.

Partner is a person or organization that is outside of the District that engages in a project or initiative in collaboration with a school or the District.

Sponsor is a person or organization that is outside of the District that provides funds, resources or services to a school or the District.

Procedures

1. A partnership or sponsorship may be organized and coordinated either at the school or District level. Should the partnership or sponsorship occur at the school level, it shall remain at the school level.
 - a) Approval for a school-based sponsorship shall be obtained from the Assistant Superintendent, Learning Services.
 - b) The Principal shall have final responsibility for the organization and coordination of a school-based partnership or sponsorship.
 - c) The Principal may delegate the organization and coordination of a school-based partnership or sponsorship.
 - d) The outcomes of a school-based partnership or sponsorship must enhance the delivery of quality educational experiences for students.
 - e) Communications between the individual or organization and the school shall remain at the school level for all school-level partnerships or sponsorships.

2. Recognition of a partner or sponsor may occur in the following ways regardless of the type or amount of donation:
 - a) In a newsletter.
 - b) Small signs or wall posters of the sponsor may be accompanied with the Principal's recognition and appreciation during the sponsored event.
 - c) For sports or recreation academies, a tab on the school website under 'Sports Academy' or 'Recreation Academy' may contain recognition and appreciation for the sponsor including a logo. However, neither the web address nor the logo may be hyperlinked to the sponsor's own website.
 - d) Sponsorship advertisements are permitted in programs for events such as graduation, tournaments, festivals, yearbooks, awards, scholarships, etc.
 - e) The logo of a partner or sponsor may be part of the appreciation (no website link to be included). This information must follow the business of the school, District or the Church. It must not occur more than once unless the sponsor is providing a donation or service on an on-going basis. The school must be clearly thanking the sponsor when posting the sponsor's logo. The logo(s) must be uniform in size regardless of the amount of the donation. The logo must be a maximum of 50% the size of the school or District logo on any publication.

3. Sponsorship or recognition for sponsorship will not be approved in the following areas:
 - a) Silk-screening or embroidered logos on team or academy gear or clothing;

- b) Permanent banners or sponsors in the school, other than in a tasteful manner and no larger than 50% of the size of the school or District logo, on fully- or partially-funded infrastructure or fixtures (i.e., score clocks);
 - c) Advertisements in newsletters or on school websites;
 - d) From advertisements in student agendas;
 - e) From alcohol or cannabis-related businesses;
 - f) From any church or church organization, including colleges and universities of a specific denomination, except for the Catholic Archdiocese of Edmonton, the Ukrainian Catholic Eparchy of Edmonton, Newman Theological College, St. Joseph's College or other Catholic entity approved by the District; and
 - g) Distribution of brochures, handbills, business cards or similar types of promotions.
4. The principal may set terms on the length of a specific sponsorship.
 5. Sponsorship will not outlast the life cycle of capital items of programs. Upon renewal of investment in a capital item or program, new sponsors will be allowed to provide sponsorship in those areas.
 6. The principal is expected to retain a record of sponsorship requests and terms in accordance with the provisions of this administrative procedure.
 7. All educational partnerships or sponsorships shall be in compliance with all District policies and procedures including, but not limited to, Administrative Procedure 450 – Staff Conflict of Interest and Administrative Procedure 520 – Fundraising/Canvassing.

References: Government of Alberta: *School Act*, Section 27(2)
Administrative Procedure 105 – Site-Based Decision-Making
Administrative Procedure 106 – Decision-Making Process
Administrative Procedure 158 – Community Involvement in Schools
Policy 1 – District Mission Statement, Values and Beliefs, Goals and Objectives

Implementation Date: February 14, 2019