



Preparing Today's Learner for Tomorrow

## Administrative Procedure 2010

### ***Advertising and Sponsorships in Schools***

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**Board Governance Policy Cross Reference:** [1](#), [12](#), [13](#), [14](#)

**Administrative Procedures Cross Reference:**

[Parent Advisory Councils](#)

[School Funds](#)

**Form Cross Reference:**

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**Legal/Regulatory Reference:**

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The Interlake School Division supports community events that are of interest to students and their parents/guardians and recognizes that sponsorship of programs and activities provides valuable enhancement of programs and services offered by the Division schools.

#### **Advertising**

The Interlake School Division supports community events that are of interest to students and their parents/guardians and, therefore, will allow the display of posters or notices of appropriate events in schools. All notices must be approved by the school Principal, indicated by the Principal's initials.

Requests to distribute materials in a school or school newsletter/social media for the purposes of commercial advertising or giving notice of shows, exhibitions, concerts, lectures or other events must be approved by the Principal.

Political advertising in school newsletters/social media or on school websites is prohibited.

#### **Sponsorships**

The Interlake School Division recognizes that private corporate sponsorship of programs and activities provides valuable enhancement of programs and services offered by the school. For that reason, the schools and their parent advisory councils may enter sponsorships with local businesses.

Positive school-business sponsorships must be ethical, fair and structured in accordance with the following principles:

1. Sponsorships shall not require that students observe, listen to, or read commercial advertising as a condition of involvement.
2. Sponsorships must support the goals and objectives of the school.
3. Sponsorships must be structured to meet an identified educational need, not a commercial motive, and must be regularly evaluated by the school for educational effectiveness.
4. Sponsored materials will be held to the same standards for the selection and purchase of regular curriculum materials. (e.g. accuracy and completeness, objectivity, commercialism, bias and stereotyping)
5. Sponsorship involvement will not limit the discretion of schools in the use of materials from other sponsors.
6. Sponsor recognition and logos will be for identification, rather than commercial purpose.
7. The expectations of the sponsorship shall be clearly defined before entering into a partnership. The duration of the sponsorship will be specified at the onset.
8. There are to be no partnerships with alcohol, tobacco or cannabis companies.

Principals will present such sponsorship opportunities to the Superintendent/CEO or designate prior to agreeing to a sponsorship.

All sponsorship considerations will be discussed with the Board of Trustees, prior to granting approval.