

THE SPONSORSHIP AGREEMENT

Background

A sponsorship agreement is a contractual agreement between a school(s) or the District and a community-based organization designed to benefit both parties. A sponsorship agreement is built around a specific program or service. Agreements for sponsorship are to be in writing with a statement of expectation of both parties. A copy of all written agreements shall be maintained on file by the Secretary Treasurer.

Procedures

1. The following details shall be considered prior to establishing a sponsorship agreement:
 - 1.1. The length of the agreement;
 - 1.2. The commitment of the sponsors, if applicable;
 - 1.3. The details of the specific promotion of the sponsors;
 - 1.4. The nature of the rights of the sponsor;
 - 1.5. The nature and product or service of the sponsor;
 - 1.6. Information about the sponsor's history and ownership;
 - 1.7. Reason for the sponsor's interest in the District and/or the program/event around which the sponsor wishes to create a sponsorship agreement;
 - 1.8. Representatives of the company/organization with whom the District and/or school(s) staff will work;
 - 1.9. An estimate of the benefits or values accrued to the District and/or school(s).
2. All sponsorship agreements in specific schools and/or areas will be discussed with the applicable Director of Instruction to determine if formal approval by the Director of Instruction is required.
3. All sponsorship agreements affecting the District as a whole, or that have District implications, will be discussed with and approved by the Superintendent.
4. Support
 - 4.1. All donations and sponsorships are to be acknowledged with a thank-you letter.
 - 4.2. Donations and sponsorships may be acknowledged at school assemblies, award nights, graduation exercises, and in school newsletters.
 - 4.3. Whenever possible, donors or sponsors are to be provided with the opportunity to be involved in programs that they have supported.
 - 4.4. Students may contribute towards acknowledging donors and sponsors.

- 4.5. Equipment donations may be acknowledged with a name plate affixed to the donated item.
- 4.6. Principals may wish to provide information to the communications co-ordinator for release to the community.
- 4.7. Staff committees are to be involved in acknowledging and recognizing donations and sponsorships.

5. Termination of Sponsorship

The District, the school, or the sponsor reserves the right to, for example, terminate an existing sponsorship agreement on reasonable notice or immediately if the termination is for breach of the agreement or other “just cause.”

Reference: Sections 8, 8.4, 8.5, 20, 22, 23, 65, 85 School Act

Adopted: March 2, 1998

Revised: July 5, 1999; September 24, 2018