



POLICY:
SUBJECT:

KJ
CORPORATE SPONSORSHIPS
AND
ADVERTISING IN THE SCHOOL

APPROVAL DATE:
REVISION DATE:
PAGE:

January 9, 1992
October 5, 1999, March 5, 2018
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1. General

The Winnipeg School Division is also aware that as a public education organization, the Division has a responsibility to protect students and their families from undue influence from private interest groups/organizations. All staff have an obligation to protect the welfare of their students and the integrity of the learning environment.

The Winnipeg School Division recognizes and appreciates the generosity of individuals, businesses and organization that make donations to schools and the Division for the benefit of students. The Division will appropriately recognize the contributions of donors. The following guidelines will be used to determine the type of recognition that may be given to donors:

Schools and businesses must ensure that educational values are not distorted in the process. Positive school-business relationships must be ethical.

2. Purpose

2.1 The Board of Trustees recognizes the value of corporate sponsorships that support and/or enhance student programs and activities.

2.2 The Division recognizes that a variety of organizations provide information, programs, services, products, awards, donations of equipment and funds to support co-curricular and curricular activities for students which may be beneficial to a student's education.

2.3 The Division shall allow the use of certain programs, products or services from organizations or accept donations which support and enrich a student's educational program but in no way subjects students and their families to undue influence from commercial, cultural, political or religious organizations.

2.4 All programs, products or services offered to the Division by a organization for use in the schools shall be reviewed and approved in accordance with this policy prior to any use by the students or staff of the Winnipeg School Division.

2.5 Corporate involvement must support the educational goals and objectives of the schools.

2.6 Programs of corporate involvement/sponsorship must be structured to meet an identified educational need, not a commercial motive, and must be evaluated for educational effectiveness by the Division on an ongoing basis.

2.7 Schools and educators should hold sponsored and donated materials to the same standards used for the selection and purchase of curriculum materials.

2.8 Corporate involvement programs should not limit the discretion of schools and teachers in the use of sponsored materials.

2.9 The use of advertising from any source in Division or school publications does not constitute an endorsement of the advertised program, product, donation or service.



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- 2.10** Donations received directly by a school may be appropriately recognized by the school. In conferring recognition to sponsors, schools shall adhere to the Division's Donor Recognition Guidelines.
- 2.11** All material containing advertising from organizations outside the Division for distribution by students shall be reviewed and approved in accordance with Policy KBF "Distribution of Information by students".
- 2.12** Corporate involvement shall not require students to observe, listen to, or read commercial advertising during instructional class time.
- 2.13** No employee of the Division shall accept a personal gift in cash or kind, or benefit from the corporate sponsor or donor.
- 3. Definitions**
- 3.1 Advertising**
- Any action, written notice or broadcast which calls public attention to a program/product, organization/service or event by emphasizing its desirable qualities to promote the purchase of the program/product, patronage toward an organization/service or attendance at an event.
- 3.2 Gift**
- The voluntary transfer of ownership of an object from one person/organization to another person /organization without compensation.
- 3.3 Gift Certificate/Coupons**
- A certified statement which entitles the recipient to obtain a certain product or to expend a certain dollar amount in the establishment of the issuer.
- 3.4 Contest**
- A competition in which each contestant performs a certain task which may entitle one or more of the contestants to receive a gift or gift certificate from the person/organization responsible for the contest.
- 4. Approval Criteria**
- 4.1** All programs, products, services, donations from organizations will be reviewed and approved by the Chief Superintendent or designate in accordance with the following criteria:
- 4.1.1** Consistency with the educational goals of the Province of Manitoba and The Winnipeg School Division
- 4.1.2** Appropriateness to the age/grade level of the students.



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4.1.3 The degree of advertising shall be limited to a public acknowledgement and/or a modest logo on team uniforms and direction as per Chief Superintendent/CEO.

4.2 Those program, products or services which meet the approval criteria will only be utilized with the understanding that:

4.2.1 The Division is not required to display, promote, advertise banners or other materials on school property on a permanent basis. The advertisement must not conflict with the educational values of the Division.

4.2.2 The Division is not associated or in any way an advocate of the program, product or service.

4.2.3 The Division employees will not promote the program, product or service to students or the community.

4.2.4 The use or acceptance of advertising for any program, product or service does not constitute endorsement of that program, product or service.