



<b>PROCEDURE 182</b>	
<b>Adopted</b>	April 14, 1998
<b>Last Revised</b>	October 6, 2008
<b>Review Date</b>	October, 2013

---

## **SPONSORSHIP/PARTNERSHIP**

---

### **1. PURPOSE**

Hastings and Prince Edward District School Board shall only support initiatives appropriate and compatible with the policies, goals and values of the board.

The board shall support the continuation and growth of public funding for public education in order to support district educational programs. The district understands that the continuation of growth and public funding include sponsorships, and partnerships.

### **2. DEFINITIONS**

**Sponsorship**—Sponsorship is a provision of services or funds to finance in part or whole the expenses of a school or district event or initiative. The sponsor may request publicity.

**Partnership**—Partnership is a relationship in which two or more organizations work together. There is shared ownership in an event or product.

### **3. CONDITIONS AND APPROVAL**

#### **SPONSORSHIPS AND PARTNERSHIPS**

- 3.1 The terms and/or conditions of any sponsorships or partnerships shall be stated in a Letter of Understanding or Agreement and signed by both parties.
- 3.2 The corporate Board through the director of education or designate shall reserve the right of refusal.
- 3.3 Sponsorship or partnership agreements which are valued at \$5,000 or less per year can be approved at the school level. Any multi-year agreement which will provide for more than \$10,000 shall be directed to the director of education. A Letter of Agreement shall be signed by both parties.
- 3.4 Sponsorship or partnership agreements which are greater than \$5,000 and less than \$20,000 per year shall be approved by the director and reported to the Board at its next meeting.
- 3.5 Any multi-year agreement which will provide for more than \$10,000 shall be directed to the Director of Education. A Letter of Agreement shall be signed by both parties.

- 
- 3.6 Sponsorship agreements with values in excess of \$20,000 per year will be presented to Hastings and Prince Edward District School Board for approval.
  - 3.7 The use of specific logos representing a sponsor or partner must not take precedent over the identity and prominence of the school and/or board.

#### 4. PROCEDURES

- 4.1 Advertising on school uniforms must follow the O.F.S.A.A. Uniform Policy which is included at the end of this administrative procedure.
- 4.2 In considering any potential sponsors or partners, it is expected that the following guidelines will be considered in order to determine the eligibility:
  - 4.2.1 nature of the product(s)/service(s) of the company;
  - 4.2.2 information on the company's history and ownership;
  - 4.2.3 reason for the company's interest in Hastings and Prince Edward District School Board and/or its schools;
  - 4.2.4 the program/event around which there is interest to create a partnership/sponsorship relationship;
  - 4.2.5 principals of the firm, with whom the district or school will work, including any outside advertising or communications agency;
  - 4.2.6 level of the company at which the partnership has already been approved.need explanation
- 4.3 Based upon the decision arrived upon in determining eligibility, the following will be confirmed:
  - 4.3.1 willingness of the sponsor or partner to enter a multi-year agreement;
  - 4.3.2 willingness of the sponsor or partner to consider a test market program for the first year of the association, and the parameters of the test market;
  - 4.3.3 first year financial commitment;
  - 4.3.4 details of the specific promotion on which the partnership or sponsorship would be based initially;
  - 4.3.5 responsibilities of the board to the partnership or sponsorship;
  - 4.3.6 sponsors' or partners' expectation of performance and all obligation by Hastings and Prince Edward District School Board.
    - a) Sponsors or partners must have no expectation of having any impact on the policies, procedures or practices of Hastings and Prince Edward District School Board. Specifically, no partner, sponsor or donor shall influence the selection of services or products used by the board, require the endorsement of the sponsors' or partners' products or services, or influence staff advice and recommendations about the needs of Hastings and Prince Edward District School Board.
    - b) No sponsorship or partnership shall be permitted which will result in exclusive rights to Hastings and Prince Edward District School Board facilities or services. Every effort will be made to ensure that there will be no discrimination against any sector of the community.
    - c) Where a sponsorship or partnership agreement limits the board's ability to enter into other agreements in kind, the parameters of such an agreement shall clearly define the nature and extent of the exclusivity, and the time frame over which the exclusivity is to be granted.

- d) Public use of the name and/or logo of Hastings and Prince Edward District School Board, its schools, services, programs and departments must be approved by the director of education.
- 4.3.7 The confidentiality of user records shall be ensured. Sponsors or partners may have access to specific board or administrative records upon mutual consent in writing from the director of education or designate of Hastings and Prince Edward District School Board.
- 4.3.8 It is the responsibility of the sponsor or partner to declare:
- a) their expectations;
  - b) the source(s) of all funding in the project; and
  - c) commitment that the agreed-upon terms will continue.
- 4.3.9 Any change of information or terms will receive prior approval from both parties before initiation.
- 4.3.10 Approval for the sponsorship or partnership must be obtained from the president or Chief Executive Officer of the partner company and/or designate.

**Legal References:**

- *Education Act, section 171.1 Agreements to Cooperate*
- *Municipal Freedom of Information and Protection of Privacy Act*

**District References:**

- Board Policy No. 1 - Board Mission and Goals
- The Achievement in Motion System Plan
- Administrative Procedure 171 - Use of Board Logo
- Administrative Procedure 180 – Advertising
- Administrative Procedure 184 - Philanthropic Fund-Raising
- Administrative Procedure 330 - School Canvassing/ Fund-Raising

---

## OFSSA UNIFORM SPONSORSHIP POLICY

### By-Law 6, Section 2 (g)

---

All competitors are expected to dress for Federation Championships in uniforms that are neat, clean, conform to uniform requirements outlined in the Standing Rules (Playing Regulations), and which maintain the integrity of the school's/Association's name, colours and logos. No sport club insignia on uniforms shall be permitted. A sport club is defined as a community, provincially or nationally based organization whose primary purpose is participation in organized competition in single or multi-sport programs.

A uniform is defined as a top, a bottom, warm-up T shirt and a track suit.

#### a) Commercial Sponsorship Criteria

Commercial sponsorship may be recognized on athletes' uniforms at Federation Championships/events provided the following criteria are met:

- i. the product and/or service provided by the sponsor must be commensurate with the philosophical practices and policies of the Federation, the school, the Association and the local board of education;
- ii. only one sponsor may be recognized on a school uniform;
- iii. the manufacturer of the uniform may be recognized as the sponsor. If the manufacturer is not the sponsor, then the manufacturer's logo must be displayed very discreetly (i.e. smaller than 64 cm. sq. and not longer than 10 cm.)
- iv. these criteria must be met both on and in the immediate vicinity of the competitive area.

#### b) Commercial Sponsorship Placement Guidelines

##### i. Singlets/Vests/Jerseys

Where uniform tops have sleeves, recognition of the sponsor must appear on one of either the left or right sleeve. The maximum area to be covered by the advertising on the sleeve is 64 cm. sq. (maximum length 10 cm.)

Uniform tops without sleeves may display sponsorship on the left or right breast of the uniform top. The maximum area to be covered by the advertising on the uniform top without a sleeve is 24 cm. sq. (maximum length 8 cm.)

##### ii. Shorts/Bottoms

One piece of advertising, similar in nature to that permitted on the top of the uniform will be permitted on the left or right thigh. The maximum area to be covered by the advertising on the shorts/bottoms is 64 cm. sq. (maximum length 10 cm.)

##### iii. Warm-up T-Shirts/Track Suits

The permitted advertising on warm-up T-shirts and track suits will conform to the criteria for uniform tops and bottoms.

Schools may choose whether to recognize sponsors on the sleeve or breast area of the uniform top.

If the manufacturer's logo is discrete (i.e. smaller than 64 cm. sq. and not longer than 10 cm.) then the sponsor's name may be displayed on the warm-up T-shirt and/or track suit.

- c) Failure to abide by all aspects of this Section may result in disqualification from the Federation Championship.