

POLICY – PO423

Sponsorship for Board and School Activities and Events

Area: Operations
Source: Superintendent of Education – Policy Development

Approved: Feb. 27, 2006
Revised: May 11, 2020

1. Introduction

At various times throughout the school year, special activities and events may be organized by the Board or by individual school where in some circumstances it may be appropriate to engage the community through sponsorship requests. In keeping with the obligation to protect the public trust and be transparent in all practices, the solicitation of sponsorship must be conducted with the highest level of professional integrity at all times.

2. Definitions

Charitable Donation – the transfer to the Board of property for which the donor is issued a receipt for the cash or alternatively the fair market value of the property transferred.

Employee – anyone who is on the Board payroll, except for a Trustee of the Board.

Partnerships – partnerships between the Durham Catholic District School Board and partners to share facilities to benefit the Board, students and the community, and to optimize the use of public assets owned by the school board. Partnerships may involve co-build facilities, lease, license and joint use agreements to utilize part of a school or administrative building.

Sponsorship – the act of giving or providing a monetary or material gift or service in support of a specific activity or event.

3. Purpose

The purpose of this policy is to give direction with respect to requesting and accepting sponsorship for an activity or event planned on behalf of the Board.

4. Application / Scope

This policy applies to all employees, trustees and students of the Board and to any activity or event under the jurisdiction of the Board.

5. Principles

5.1 The Board believes that:

- 5.1.1 all activities and events under its jurisdiction must be planned and implemented in a manner consistent with the values of the Catholic Church;
- 5.1.2 activities and events are opportunities for community involvement;
- 5.1.3 it has a responsibility to avoid a perception of patronage including the endorsement of a product or service.

6. Requirements

- 6.1 The Director of Education shall issue administrative procedures to support this policy and amend them thereafter as the need arises.
- 6.2 Requests for sponsorship of events or activities shall only be made:
 - a) with the consent of the Director;
 - b) for events and activities such as anniversaries, athletic or other student programs, staff conferences and fundraising initiatives.
- 6.3 Acceptance of sponsorship shall:
 - a) only be acknowledged by way of recognition of thanks, (e.g., in an event programme, via social media or the school/board website or verbal recognition at the event) or a charitable receipt if it qualifies as a charitable donation;
 - b) clearly avoid any perception of endorsing a product or service;
 - c) not require any further commitment or expectation of preferential treatment on the part of the Board.

- 6.4 Support for school or Board events from community partners who have formal partnership agreements with the Board is governed under PO438 - Partnerships with External Agencies.

7. Sources

- 7.1 Operations of Schools General – O. Reg. 298, Section 24 (1-2)

8. Related Policies and Administrative Procedures

- 8.1 Sponsorship for Board Activities and Events Administrative Procedure (AP423-1)
- 8.2 Charitable Donations Administrative Procedure (AP423-2)
- 8.3 Partnerships with External Agencies Policy (PO438)