

<b>School, Community, and Home Relations 11220</b> <b>Partnerships, Sponsorships, and Co-operative Ventures</b>	<b>Administrative Application</b>	
	<b>Last Reviewed /Approved on:</b>	October 14, 2020
	<b>References:</b>	The Education Act, 1995, Sec. 134 (2) (d) The Ethical Guidelines for Education – Business Partnerships Sponsorship Approval Form Levels of Sponsorship Policy 12 – Role of the Director
	<b>Status:</b>	Operational

### Preamble

The Regina Catholic School Division (RCSD) supports the development of sustainable education-business relationships between the Board, its schools, and the community. RCSD encourages community groups, businesses, corporations, labour groups, civic organizations, industries, government agencies, colleges, universities, and others to join in developing education-business partnerships with RCSD and/or its schools and associations.

The commitments made by RCSD and/or its schools and associations shall be consistent with the RCSD's educational philosophy, Board policy, the school division mission, vision and strategic plan, teachings of the Church, and good business practices.

Partnerships, sponsorships, and co-operative ventures shall operate in harmony with RCSD mission, belief statements, religious and educational mandate, and Board policy.

### Definitions

#### 1. Partnerships

A partnership is an agreement based on mutual benefit where an ongoing relationship is sought to develop gains for both partners. The primary basis of an educational partnership is the formally acknowledged exchange of human, intellectual, or material resources to expand opportunities for student learning.

#### 2. Sponsorships

Sponsorships are mutually beneficial relationships between corporate or community partners and RCSD and/or schools. Approved and renewed sponsorships shall be aligned with the RCSD's Mission, Vision and Values, and shall be designed to support student learning and wellbeing. *See below for Sponsorship Approval and Renewal Process.*

#### 3. Donation

A donation is a voluntary gift made by an individual or group for philanthropic reasons, which may be in the form of monies, goods, or services.

#### 4. Co-operative Venture

A co-operative venture is an agreement between the school division, school(s), or Catholic School Community Council to participate in an education-business venture that will involve

co-development of products or services related to education.

**5. Education-Business Relationship**

An education-business relationship refers to any partnership, corporate sponsorship, donation, or co-operative venture.

**Application**

1. The Conference Board of Canada's *The Ethical Guidelines for Education – Business Partnerships* shall be followed.
2. The Director or designate shall be responsible for the supervision of education-business relationships in the school division.
3. Education-business relationships shall be designed to support the curriculum and enhance the quality of learning, relevant to RCSD's desired educational outcomes.
4. Where organizations approach RCSD to participate in education-business ventures that will involve co-development of products or services related to education, it is expected that these products or services will be marketable and generate revenue.
5. Where donations are voluntarily given, donors may receive appropriate acknowledgement and, where applicable, a receipt for tax purposes. Donations may be in the form of cash, goods, or services. All donations shall become the property of RCSD and remain under RCSD's control.
6. Any direct involvement by students in a business-education relationship shall be educationally relevant.

**Sponsorship Approval and Renewal Process**

Depending on the level of the Sponsorship (Sponsorship Approval Application, see below), the sponsorship will be approved and processed as follows:

1. The principal shall review and approve Level 1 sponsorships at the school level in consultation with the respective Superintendent of Education Services as needed. Documentation, if applicable, is to be maintained with the school records as backup to the funds received.
2. The principal and/or CEC staff shall complete and submit a Sponsorship Approval form (Approval Application) for Level 2-4 sponsorships to the Business & Finance Department along with all supporting and detailed documentation pertaining to the particular sponsorship.
3. A sponsorship agreement may be terminated by RCSD if it is, or is deemed to be, in contravention of RCSD's Mission and Vision or contrary to Church teachings.

4. If in the case of a sponsorship renewal, initiated by the principal, steps 5 onwards will be applied.
5. Levels 2-4 sponsorships will be processed by the Business & Finance Department who will review the submitted Sponsorship Approval form and backup documentation. Business & Finance will determine the consultation requirements based on the submitted documentation that may include:
  - a. Director of Education
  - b. Superintendent of Education Services
  - c. Facilities/Maintenance Department (if involving school facilities or grounds)
  - d. Information Technology Department (if involving computers/technology)
  - e. Curriculum, Student Services and/or Communications Department (if impacted by a sponsorship)
  - f. Any other department that may be impacted by a sponsorship

*\* For Level 2 Sponsorship Applications: The Sponsorship Review Committee is to review and assist with the approval of sponsorship applications in accordance with the Considerations and Guiding Principles outlined within these guidelines.*

6. Level 3 and 4 sponsorships will be forwarded to the appropriate departments for consultation and evaluated by the Sponsorship Review Committee. The individual submitting the application will be contacted by email to arrange a presentation of the potential agreement.
7. Sponsorships that involve academic programs, facilities, grounds, equipment and/or resources require consultation and approval from the appropriate Superintendent of Education Services in conjunction with the Director of Education.
8. Insurance and liability clauses may be part of the sponsorship agreement and require the consultation of appropriate staff.
9. As Level 2 to 4 sponsorships are approved, the Business & Finance Department will send an authorizing email to the principal or appropriate staff who submitted the application.
10. Funding for local school sponsorships (Levels 1-3) will be deposited into the school-based funds account, coded accordingly by Business and Finance, and will be processed in the same manner as other school generated funds. Backup documentation regarding the sponsorship is the responsibility of the principal and is to be maintained at the school level.
11. All documentation will be maintained by the Business and Finance Department for Level 2-4 sponsorships.

12. Funding for RCSD sponsorships (Level 4) will be processed and posted as revenue to RCSD in a separate fund centre. Backup documentation regarding the sponsorship is the responsibility of the individual submitting the application. Copies of documentation will also be maintained by the Business & Finance Department for Level 4 sponsorships.
13. The applicant shall work with the sponsor, in conjunction with the Communications and Media Coordinator and appropriate department(s) to ensure compliance with all Board policies and administrative procedures and to develop and implement the agreed upon advertising plan.
14. A report on established Level 2-4 sponsorships will be provided on an annual basis to the Board by the Business & Finance Department.

## Sponsorship Approval

School Name: \_\_\_\_\_

Contact Name: (Principal /Board Staff): \_\_\_\_\_

Please complete and submit this form to the Business & Finance Department **PRIOR** to accepting any Level 2, 3 or 4 sponsorship(s) as per RCSD ADMIN APPLICATION 11220. **Attach all documentation pertaining to this sponsorship that will assist in the approval or renewal process.** Please note that sponsorships include the exchange of public recognition (advertising) for the corporation/community partner; therefore these transactions are not considered to be donations and thereby, not eligible for income tax receipts.

1.	Sponsorship (Corporation/Community Partner Name): _____
2.	Sponsorship dollar amount expected:     \$ _____
	<b>Or</b>
	Sponsorship value of items expected:     \$ _____
3.	Term of Sponsorship: <input type="checkbox"/> One-time only <b>or</b> From: _____ To: _____ (5 year max.)
4.	Describe the exact purpose of the Sponsorship: _____ _____
5.	Summarize the conditions/terms of the Sponsorship agreement (if any): _____ _____ _____
6.	Describe how the educational opportunities of students will be enhanced: _____ _____ _____ _____
	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;">_____</div> <div style="width: 45%;">_____</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 45%;">Date Submitted</div> <div style="width: 45%;">Principal Signature</div> </div>
	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;">_____</div> <div style="width: 45%;">_____</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 45%;">Superintendent of Education</div> <div style="width: 45%;">Date</div> </div>

***This section for use by Business & Finance Department/Sponsorship Review Committee only:  
Reviewed and Authorized by Department/Sponsorship Review Committee as required:***

Department involved: \_\_\_\_\_

Superintendent/Sr. Manager Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Final Approval Granted ☐                      Not Approved ☐ Reason \_\_\_\_\_

Final Authorization: \_\_\_\_\_ Date: \_\_\_\_\_

## LEVELS OF SPONSORSHIP

Sponsorship agreements may be required depending on the various levels of sponsorship that are based on amount/value, duration or term of the agreement and the type of advertising.

LEVEL	IMPACT	AMOUNT	DURATION/TERM	APPROVAL PROCESS
Level 1	School	≤\$5,000	One-Time Arrangement	Managed by the individual principal in consultation with the school superintendent as required.
Level 2	School	>\$5,000	One-Time Arrangement	Principal submits a completed Sponsorship Approval form along with any sponsorship documentation to the Business and Finance Department. Superintendent of Education approval will be required. Further approvals shall be required if the term of one-time advertising arrangement is > 5 years.
Level 3	School	Any Amount	Any amount Defined term (Longer than One-Time arrangement)	A comprehensive sponsorship agreement that may involve contractual obligations. Principal submits a completed Sponsorship Approval form along with the sponsorship documentation to the Business and Finance Department. Further approvals, as appropriate from the Superintendent of Education Services, applicable Business & Finance Department staff, and the Sponsorship Review Committee shall be required.
Level 4	Board	Any Amount	Any amount One-Time arrangement or Defined term	A comprehensive sponsorship agreement that may involve contractual obligations with system wide impact. Principal and/or staff submits a completed Sponsorship Approval form along with the sponsorship documentation to the Business and Finance Department. Further approvals, as appropriate from the Superintendent of Education Services, applicable Business & Finance Department staff, and the Sponsorship Review Committee shall be required.