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<b>Date of Issue</b>	September 1, 2007
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<b>Subject</b>	<b>PARTNERSHIPS AND SPONSORSHIPS IN EDUCATION</b>
<b>References</b>	Policy 2340 Community Use of Schools Policy 2370 Donations Policy 4161 Partnerships/Sponsorships in Education Policy 4320 Fund Raising APM A1230 - Facilities Reports (Alterations, Renovations) - School APM A2140 - Scholarships, Bursaries and Awards APM A2500 - Purchasing Procedures APM A2600 - Fundraising and Financial Accountability APM A2610 - Donations to Schools APM A8040 - Selection and Approval of Learning Media Partnerships in Education - Partnership Resource Handbook, March 1995
<b>Links</b>	FORM A1060 -1; FORM A1060 - 2; FORM A1060 - 3; FORM A1060 - 4; FORM A1060 - 5; FORM A1060 - 6; FORM A1060 - 7
<b>Contact</b>	Business Services; School Services

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## 1. Purpose

This Administrative Procedures Memorandum (APM) provides information to system leaders with regard to entering into partnerships/sponsorships with outside agencies for the provision of educational programs/services.

## 2. Definitions

- 2.1 Partnerships in education are mutually beneficial relationships developed between the Simcoe County District School Board (Board) and/or schools and individuals, community groups, business, industry and government.
- 2.2 Such agreements involve the exchange of human, intellectual and/or material resources to enhance student learning and do not result in direct financial gain to either party. Partnerships are not single events but long term commitments reviewed on an annual basis and maintained in accordance with the terms and conditions provided in a Partnership in Education Agreement (FORM A1060 - 4).



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- 2.3 Sponsorships are the provision, by a business, individual, community group, industry, government agency or other organization of funds, of price reductions, equipment, materials or services in exchange for an appropriate and mutually agreeable recognition for a specified period of time in accordance with the terms and conditions provided in a Sponsorship in Education Agreement (FORM A1060 - 7).
- 2.4 Partnerships/sponsorships can usually be categorized in one of three ways depending on the specific agreement: school based, district based or board based.
- 2.5 Fundraising and donations are different from partnerships and sponsorships and are defined as follows:
- 2.5.1 Fundraising is any solicitation for the purpose of obtaining funds or other return of valuable kind (other than board resources) that is initiated or endorsed by the school in consultation with the school council and includes activities carried out both on and off school property as approved by the principal (APM A2600). These activities could include proceeds from sales of various items (e.g., food materials), donations (e.g., money, equipment or services) or advertisements (e.g., yearbook).
- 2.5.2 Donations include gifts of funds, equipment, materials or services by an individual, community group or a business, which may involve the provision of a charitable donation receipt for income tax purposes and/or a public statement of appreciation. Scholarships, bursaries and awards are considered to be donations (APM A2140).

### **3. Ethical and Operational Guidelines**

- 3.1 Partnerships/sponsorships should only be entered into when they are consistent with the ethics, values and procedural guidelines provided in this section.
- 3.2 Board employees, their immediate families, school council members and trustees shall not benefit materially, financially or personally from partnerships/sponsorships in education.
- 3.3 Sponsored teaching resources and materials are evaluated for bias before they are used and teachers retain discretion in the use of the materials. Sponsored and donated materials are held to the same standard used for selection and purchase of learning media materials (APM A8040).
- 3.4 Purchasing procedures (APM A2500) shall not be influenced by partnerships in education.



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- 3.5 Acknowledgement of each partner's/sponsor's contribution is appropriate and may include corporate logos and sponsor recognition if agreed to by the principal in consultation with school council and staff. Corporate involvement does not require students to listen to or read advertising.
  - 3.6 The partnership/sponsorship treats students fairly and equitably, and any system-wide partnership/sponsorship strives for equity of access among all schools.
  - 3.7 The partnership/sponsorship does not exploit the school or the student through the promotion of products, ideas or philosophies. The partnership/sponsorship will not have a negative effect on a student's school or personal life and will support educational goals of the Simcoe County District School Board and of the school as determined in consultation with the school council.
  - 3.8 The partnership/sponsorship allocates resources to complement, not replace, public funding for education.
  - 3.9 The partnership/sponsorship is developed and structured in consultation with all partners/sponsors and is consistent with the policies, procedures, practices, system goals and action plans of the Board.
  - 3.10 The partnership/sponsorship clearly defines roles and responsibilities for all parties to the agreement and involves individual participants only on a voluntary basis.
  - 3.11 The partnership/sponsorship recognizes the duties, obligations and rights of teachers in accordance with the *Education Act*, the *Standards of Practice of the College of Teachers* and the provisions of the *Collective Agreement*.
  - 3.12 Partnership/sponsorship performance is evaluated by all parties involved to confirm and report on the mutual benefits and to make informed decisions on the continuation of the agreement.
  - 3.13 Sharing of the success of the partnership/sponsorship with the school community is part of all agreements.
  - 3.14 Partnerships/sponsorships in education will promote a healthy lifestyle and environmentally and socially responsible behaviour. Schools will enter only into partnership/sponsorship agreements that support or portray appropriate or non-abusive products or activities.
  - 3.15 Schools will not enter into partnership/sponsorship agreements that promote or support religious or political activities.



**4. Consultation**

- 4.1 Partnership/sponsorship agreements will only be entered into after consultation with the school community including the school council and school staff.

**5. Partnership/Sponsorship Development and Registration**

- 5.1 After initial consultation with the school council and staff, principals seeking to initiate a partnership/sponsorship agreement must register their proposed partnership/sponsorship before beginning the discussion process with a potential partner/sponsor (FORM A1060 - 3 or FORM A1060 - 6). School Services will maintain a registry of proposed partnerships/sponsorships in education agreements.
- 5.2 Partnerships/sponsorships in education do not preclude either partner entering into other agreements.
- 5.3 Before entering into a partnership/sponsorship agreement with a person(s) or an organization already participating in an agreement with another school, principals will cooperate to ensure that the new proposal does not have a negative impact on the previous agreement.
- 5.4 Partnerships in education agreements shall be described in detail and formalized by completing a Partnership Agreement form with each partner (FORM A1060 - 4).
- 5.5 Sponsorship agreements shall be described in detail and formalized by completing a Sponsorship Agreement form with each sponsor (FORM A1060 - 7).
- 5.6 Partnerships/sponsorships in education agreements shall become effective with the signatures of the director of education or designate and the partners/sponsors.
- 5.7 A copy of each partnership/sponsorship in education agreement shall be sent to School Services. A registry of signed partnerships/sponsorships in education agreements will be maintained in order to provide an up-to-date inventory of current partnerships/sponsorships.
- 5.8 It is the responsibility of the principal to inform School Services and his/her superintendent of education when a partnership/sponsorship is terminated.



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## **6. Conditions for Student Participation**

6.1 When partnerships/sponsorships in education involve activities off school property (for example, tours or time spent in a partner's facility) the consent of students over 18, or of the legal custodians of students under 18, shall be obtained before students participate.

## **7. Insurance**

7.1 Schools involved in partnerships/sponsorships in education must ensure that all parties to the agreement understand that they are responsible for providing insurance coverage for their own equipment while it is on loan to the other party.

7.1.1 In order to satisfy insurance requirements when board-owned property is loaned to a partner/sponsor and removed from school property, the principal shall provide Business Services with a description of the property in writing i.e., the make, model, serial number and temporary location.

7.2 Each partner/sponsor shall carry at least \$1 000 000 of third party liability insurance.

7.3 Questions relating to insurance coverage should be directed to Business Services - Corporate Services.

## **8. Record Keeping**

8.1 Once approval is received, schools are to ensure that appropriate records in accordance with board policy and procedures are established and maintained to identify funds and/or materials provided by partners/sponsors as part of the agreement. Use of these funds and materials must be recorded. Insurance coverage for equipment and an accounting system for annually auditing funds shall be put in place. (Refer to APM A2600).

## **9. Extensions, Modifications and Terminations of Partnerships/Sponsorships**

9.1 The school, Board or the partner/sponsor reserves the right to terminate an existing partnership/sponsorship agreement on 30 days notice, or immediately by mutual consent or if the termination is a result of either partner providing just cause.



**10. Evaluation**

- 10.1 The school(s) involved will complete an annual review for each partnership/sponsorship and a written summary of the review shall be submitted to the superintendent of education.

**First Issued** February 1996

**Revised** November 1996; June 1999; September 2005; September 2007

***Issued under the authority of the Director of Education***



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**Partnerships/Sponsorships in Education Ethical Guidelines**

1. Simcoe County District School Board (Board) employees, their immediate families, school council members and trustees shall not benefit materially, financially or personally from partnerships/sponsorships in education.
2. Sponsored teaching resources and materials are evaluated for bias before they are used and teachers retain discretion in the use of the materials. Sponsored and donated materials are held to the same standard used for selection and purchase of learning media materials (APM A8040). Purchasing procedures (APM A2500) shall not be influenced by partnerships in education.
3. Acknowledgement of each partner's/sponsor's contribution is appropriate and may include corporate logos and sponsor recognition if agreed to by the principal in consultation with school council and staff. Corporate involvement does not require students to listen to or read advertising.
4. The partnership/sponsorship treats students fairly and equitably, and any system-wide partnership/sponsorship strives for equity of access among all schools.
5. The partnership/sponsorship does not exploit the school or the student through the promotion of products, ideas or philosophies. The partnership/sponsorship will not have a negative effect on a student's school or personal life and will support educational goals of the Board and of the school as determined in consultation with the school council.
6. The partnership/sponsorship allocates resources to complement, not replace, public funding for education.
7. The partnership/sponsorship is developed and structured in consultation with all partners/sponsors and is consistent with the policies, procedures, practices, system goals and action plans of the Board and the school.
8. The partnership/sponsorship clearly defines roles and responsibilities for all parties to the agreement and involves individual participants only on a voluntary basis.
9. The partnership/sponsorship recognizes the duties, obligations and rights of teachers in accordance with the *Education Act*, the Standards of Practice of the College of Teachers and the provisions of the Collective Agreement.
10. Partnership/sponsorship performance is evaluated by all parties involved to confirm and report on the mutual benefits and to make informed decisions on the continuation of the agreement.
11. Sharing the success of the partnership/sponsorship with the school community is part of all agreements.



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12. Partnerships/sponsorships in education will promote a healthy lifestyle and environmentally and socially responsible behaviour. Schools will only enter into partnership/sponsorship agreements that support or portray appropriate or non-abusive products or activities.
  13. Schools will not enter into partnership/sponsorship agreements that promote or support religious or political activities.

**14. Operational Definitions**

To assist with clarity of communications it is important that the following terms are differentiated and explained.

- 14.1 Partnerships in education are mutually beneficial relationships developed between the Board and/or schools and individuals, community groups, business, industry and government. Such agreements involve the exchange of human, intellectual and/or material resources to enhance student learning and do not result in direct financial gain to either party. Partnerships are not single events but long term commitments reviewed on an annual basis and maintained in accordance with the terms and conditions provided in a Partnership in Education Agreement (FORM A1060 - 4).
- 14.2 Sponsorships in education are the provision, by a business, individual, community group, industry, government agency or other organization of funds, price reductions, equipment, materials or services in exchange for an appropriate and mutually agreeable recognition for a specified period of time in accordance with the terms and conditions provided in a Sponsorship in Education Agreement (FORM A1060 -7).
- 14.3 Fundraising is any solicitation for the purpose of obtaining funds or other return of valuable kind (other than board resources) that is initiated or endorsed by the school in consultation with the school council and includes activities carried out both on or off school property as approved by the principal (APM A2600). These activities could include proceeds from sales of various items (e.g., food materials), donations (e.g., money, equipment or services) or advertisements (e.g., yearbook).
- 14.4 Donations include gifts of funds, equipment, materials or services by an individual, community group or a business, which may involve the provision of a charitable donation receipt for income tax purposes and/or a public statement of appreciation. Scholarships, bursaries and awards are considered to be donations (APM A2610).



**Partnership in Education Check List**

The system leader responsible for the project shall indicate by initial that each of the following steps has been completed. This check list and attachments shall form part of the documentation for the Partnership Agreement.

Initial		System Leader (name/position)
	1.	There has been consultation with school council and staff prior to the submission of a Proposal to Investigate a Partnership in Education (FORM A1060 - 3).
	2.	Preliminary approval has been obtained from the superintendent of education and the superintendent of business services. (FORM A1060 - 3 is fully completed and attached.)
	3.	The Proposal has been reviewed in detail with the appropriate supervisory officer prior to the final discussion with the partnering organization.
	4.	This Partnership Agreement has been reviewed prior to signing to ensure that it is consistent with the guidelines for school/board partnerships. (Refer to APM A1060, Partnerships and Sponsorships in Education).
	5.	If the Partnership Agreement involves any installation or renovation costs (work of carpenters, electricians, gardeners, or other skilled trades people) the partner has been made aware that the costs will not be assumed by the Simcoe County District School Board. (Note: Renovations or installations shall follow procedures outlined in APM A1230 and costs shall be assumed by the partner or through fundraising.)
	6.	<p>The Partnership Agreement (FORM A1060 - 4) has been signed by the following individuals:</p> <ul style="list-style-type: none"> <li>(a) School based partnerships by the principal, superintendent of education and the director of education (or designate) (FORM A1060 - 4).</li> <li>(b) District based partnerships by the superintendent of education and the director of education (or designate) (FORM A1060 - 4).</li> <li>(c) Board based partnerships by the director of education (FORM A1060 - 4).</li> </ul>
	7.	The Partnership Agreement is fully completed, signed and attached (FORM A1060 - 4).



**Proposal to Investigate a Partnership In Education**

School \_\_\_\_\_

Primary Contact Person (position) \_\_\_\_\_

Corporation/Organization/Individuals being approached \_\_\_\_\_

Proposed nature of involvement \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sample

Principal (print name) \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Sent to superintendent of education and superintendent of business services

date \_\_\_\_\_

Consultation shall occur with school council and staff prior to submission of this proposal.

**Feedback**

- approved to proceed with investigation
- further discussion required
- not appropriate

Comments \_\_\_\_\_

\_\_\_\_\_  
Superintendent of Education (print name)      Signature      Date

\_\_\_\_\_  
Superintendent of Business Services      Signature      Date  
(print name)



**PARTNERSHIP IN EDUCATION AGREEMENT**

*Please type or print legibly*

	Business/Industry/ Organization/Individual(s)	School(s)/District/Board
Partnership Participants		
Project Leaders (name/position)		

A. Project name

B. Start date Anticipated duration

C. Purpose and outline

D. Proposed activities in education

E. Methods of publicizing partnership in education

F. Expected benefits to business/industry/organization/individual(s)

G. Expected benefits to school(s)/Board/students/staff

H. Joint review and evaluation date

(Send a copy of the review results annually and at the end of the project to the superintendent of education.)

I. Insurance

(a) Partners are responsible for insurance coverage for their own equipment while on loan to another partner.

NOTE: In order to satisfy insurance requirements when board-owned property is loaned to a partner and removed from school property, the principal shall provide Business Services - Corporate Services with a description in writing, i.e., the make, model, serial number and temporary location.

(b) Each partner shall carry at least \$1 000 000 of third party liability insurance.



**J. Termination of the agreement**

Each party to this agreement reserves the right to terminate the agreement on 30 days notice, or immediately by mutual consent or if the termination is a result of either partner providing just cause.

**K. Information sharing**

Each party to this agreement agrees that information contained in the agreement may be shared in a database with other interested parties through the Simcoe County District School Board website on the Internet.

**L. Signatories to the agreement**

(a) Business/Industry/Organization/Individual(s)

_____	_____	_____	_____
Name (print)	Title/Position	Signature	Date
_____	_____	_____	_____
Name (print)	Title/Position	Signature	Date
_____	_____	_____	_____
Name (print)	Title/Position	Signature	Date

(b) School

_____	_____	_____
Principal (print name)	Signature	Date

(c) Board

_____	_____	_____
Director of Education or Designate (print name)	Signature	Date

**Sponsorship in Education Check List**

The system leader responsible for the project shall indicate by initial that each of the following steps has been completed. This check list and attachments shall form part of the documentation for the Sponsorship Agreement.

Initial	System Leader (name/position)	
	1.	There has been consultation with school council and staff prior to the submission of a Proposal to Investigate a Sponsorship in Education (FORM A1060 - 6).
	2.	Preliminary approval has been obtained from the superintendent of education and the superintendent of business services. FORM A1060 - 6 is fully completed and attached.
	3.	The Proposal has been reviewed in detail with the appropriate supervisory officer prior to the final discussion with the sponsoring organization.
	4.	The Sponsorship Agreement (FORM A1060 - 7) has been reviewed prior to signing to ensure that it is consistent with the guidelines for school/Board sponsorships (Refer to APM A1060, Partnerships and Sponsorships in Education).
	5.	If the Sponsorship Agreement (FORM A1060 - 7) involves any installation or renovation costs (work of carpenters, electricians, gardeners, or other skilled trades people) the sponsor has been made aware that the costs will not be assumed by the Simcoe County District School Board. (Note: Renovations or installations shall follow procedures outlined in APM A1230 and costs shall be assumed by the sponsor or through fundraising).
	6.	The Sponsorship Agreement (FORM A1060 - 7) has been signed by the following individuals: (a) School based sponsorships by the principal, superintendent of education and the director of education (or designate) (FORM A1060 - 7). (b) District based sponsorships by the superintendent of education and the director of education (or designate) (FORM A1060 - 7). (c) Board based sponsorships by the director of education (FORM A1060 - 7).
	7.	The Sponsorship Agreement (FORM A1060 - 7) is fully completed, signed and attached.





**SPONSORSHIP IN EDUCATION AGREEMENT**

*Please type or print legibly.*

	Business/Industry/ Organization/Individual(s)	School(s)/District/Board
Sponsorship Participants		
Project Leaders (name/position)		

- A. Sponsorship project
- B. Start date
- C. Sponsor's product or service
- D. Sponsor's interest in the Simcoe County District School Board
- E. Company representatives (includes outside advertising agencies)
- F. How does the product or service meet Board specifications?
- G. Participant commitment
- H. How will sponsor's contribution to the school/Board be acknowledged?
- I. Detail cost to Board
- J. The sponsor of himself, his heirs, executors, administrators, successors and assignors shall indemnify and hold harmless the Board, its successors and assignors, for any and all manner of damage or injury, claims, demands, actions, causes of actions, damages and costs arising out of or incurred by reason of the services performed by the sponsor under this agreement.
- K. Right of Termination  
The Simcoe County District School Board or the sponsor reserves the right to terminate this agreement on 30 days notice, or immediately by mutual consent, or if the termination is a result of either party providing just cause.



- L. Joint review and evaluation date  
(Send a copy of the review results annually to the superintendent of education.)
- M. The sponsor(s) acknowledge that no direct marketing activities are allowed.
- N. The sponsor(s) acknowledge that the information in this agreement may be shared in a database with other interested parties through the Simcoe County District School Board website on the Internet.
- O. Signatories to the Agreement

(a) Business/Industry/Organization/Individual(s):

_____	_____	_____
Name (print)	Title/Position	Date
_____	_____	_____
Name (print)	Title/Position	Date
_____	_____	_____
Name (print)	Title/Position	Date

(b) School \_\_\_\_\_

_____	_____	_____
Principal (print name)	Signature	Date

(c) Board

_____	_____	_____
Director of Education or Designate (print name)	Signature	Date