

L'Ecole Quadra School PAC  
Corporate Sponsorship Policy  
Approved November 6, 2008

**Policy:**

Ecole Quadra Elementary PAC will engage in partnerships with businesses and corporations in order to support the educational goals of students. The PAC will not engage in partnerships which compromise the educational goals of the school. Whenever possible, the PAC must be confident that sponsoring businesses and corporations are engaged in ethical business practices.

**Principles:**

Quadra PAC recognises that school/business partnerships can be beneficial to students and the school in a variety of ways. Quadra School can benefit financially and academically when businesses contribute financial and/or volunteer sponsorship. Moreover, PAC/School/business partnerships can encourage healthy bonds between the school and the larger community. Compulsory attendance, however, creates an obligation for parents and staff to protect the welfare of students and the integrity of the learning environment. It is imperative that parents and school staff ensure that educational values and learning goals are not compromised in the haste to acquire resources for students.

PAC/business relationships should be structured in accordance with the following principles:

- 1) **Consistency with School Standards and Goals.** All business support or activity shall be consistent with school goals. Commercial involvement must be structured to meet educational needs: commercial motives must be secondary.
- 2) **Consistency with District Policy on Discrimination.** All business support or activity must be consistent with Greater Victoria School District policy prohibiting discrimination on the basis of race, religion, colour, ethnicity, place of origin, language, age, disability, socio-economic status, gender identity, gender expression, sexual orientation, sex, or any other difference. Imagery in published materials provided by corporation must also meet a high standard of diversity and must not include demeaning images of any group.
- 3) **Age Appropriateness.** All corporate support or activity must be age appropriate for any students involved.
- 4) Corporate activity must not promote:
  - i) Drugs, alcohol and tobacco
  - ii) Hostility and violence.
  - iii) Any specific religion
  - iv) Any political party or candidate
- 5) **School Staff Must Be Consulted.** The PAC will consult school staff before bringing business sponsors' materials or staff into the school for any purpose.

- 6) **School Must Control the Curriculum.** School personnel must retain the discretion on how or whether to integrate commercially sponsored or provided material or programs into the curriculum.
- 7) **Advertising.** The PAC will not participate in partnerships which require advertising to be directed at students, nor will it participate in partnerships which require students to advertise. This includes asking students to distribute advertising material or wear the names of sponsors on clothing including team uniforms. The PAC has the discretion to allow advertising aimed at parents and other adult community members. Examples of such advertising might include mention in newsletters or signs at PAC events.
- 8) **Limits on Collecting Personal Information.** The PAC will not collect, nor will it request students or school staff to collect personal information about students or their families at the request of a corporate partner. In addition, the PAC shall not enter into any contract for products or services, including electronic media services, where personal information will be collected from the students by the providers of the services in question. Personal information includes, but is not limited to, the student's name, telephone number and home address.
- 9) **Partnership Review.** The PAC will conduct an annual review of business partnerships to ensure these relationships continue to meet PAC policy and principles.
- 10) **Partner Recognition.** The PAC recognises that it is appropriate to acknowledge the support of our partners. This recognition can take the form, but is not limited to, mention in PAC or school newsletters, notice on the PAC Bulletin Board, or verbal mention at PAC events.