



Huron-Superior Catholic

DISTRICT SCHOOL BOARD

PROCEDURAL GUIDELINES CORPORATE SPONSORSHIP

Sponsorship Guidelines:

Overview:

The Huron-Superior Catholic District School Board (HSCDSB) recognizes the importance of establishing inbound and outbound sponsorship guidelines and parameters to effectively manage sponsorship requests it receives or pursues.

Definitions:

Inbound Sponsorship - is an agreement between the Board or school and a business or community organization (the sponsor), where the sponsor provides funds, goods or services to the Board or school in exchange for advertising.

Outbound Sponsorship – is an agreement between the Board (the sponsor) and a business or community organization, where the Board provides funds, goods or services to the business or community organization to strengthen partnerships, foster collaborations with the goal of enhancing student learning while promoting positive values within the community.

Purpose of Guideline:

This guideline aims to ensure alignment with the Board's mission, values, and strategic goals, while also adhering to relevant legal and regulatory frameworks. The HSCDSB seeks to enhance educational opportunities, resources, and experiences for students, staff and the community while maintaining transparency and accountability with inbound and outbound sponsorship activities.

Inbound Sponsorship:

Guiding Principles:

- a) The Board shall welcome financial assistance in cash, goods or services provided that the conditions attached to the gift do not impose restrictions on the normal operation of the school or circumvent board policies (e.g., purchasing).
- b) The Board shall encourage corporate sponsorships that benefit the entire student body of the school.
- c) The gift or funds received shall be spent on items that would not normally be funded by the Board.

- d) All requests for Corporate Sponsorship at schools shall be vetted through the principal and approved by Admin Council. All other requests shall be approved by Admin Council.
- e) Every attempt shall be made to limit contracts to a maximum of ten (10) years.
- f) The Corporate Sponsorship Agreement (Appendix A) shall be completed for all sponsorships involving signage on board property. The form shall define terms and expectations of the sponsorship.

Outbound Sponsorship Guidelines:

Guiding Principles:

- a) Sponsorships must enhance student learning and well-being, align with HSCDSB educational objectives and goals, and be consistent with HSCDSB's mission, values, vision and strategic plan.
- b) Sponsorship must be compliant with municipal, provincial, and federal statutes, and to all applicable HSCDSB policies and procedures.
- c) Sponsorships must be non-exclusive, transparently documented, and reported.
- d) Sponsorship arrangements shall be confirmed in writing or by contract as deemed necessary. Such arrangements shall address, as applicable, the following:
 - The precise nature of the contribution, or the resources provided to an external party (s).
 - The sponsorship arrangement shall be for a specified period of time.
 - Sponsorships must not result in, or be perceived to result in any competitive advantage, benefit, or preferential treatment for the sponsor outside of the sponsorship agreement.
 - The goals, objectives and benefits of the sponsorship must be stated clearly at the outset.
 - The specific details as to the sponsors' recognition should be clear.
 - The roles and responsibilities of all parties (board, schools, teachers, students, sponsors) must be clearly defined.
 - The Sponsorship must not create an ongoing financial obligation for the HSCDSB beyond the term of the agreement.
 - The Sponsorship must not interfere with existing contractual obligations.
- e) HSCDSB shall establish a tracking mechanism regarding sponsorship agreements.
- f) Sponsorship parties are to be and remain independent.
- g) HSCDSB shall have complete discretion over decisions related to providing outbound sponsorships.
- h) Proposals and evaluation for outbound sponsorships must demonstrate how the sponsorship aligns with HSCDSB's mission and contributes to community development.

Checklist for evaluating Outbound Sponsorship Requests:

HSCDSB's Admin Council will review outbound sponsorship requests on a case-by-case basis. In reviewing requests, the following must be considered:

- Does the outbound sponsorship request align with HSCDSB's mission, vision, values and its multi-year strategic plan?

- How does the outbound sponsorship request benefit the students HSCDSB serves. This benefit may be direct, such as food security for our students or indirect through enhanced collaboration with the requesting organization?
- How long is the outbound sponsorship obligation?
- Does outbound sponsorship pose any risk to the board (financial, reputational)?
- Has the board verified the reputation of the requesting organization?

After the evaluation of an Outbound Sponsorship request has taken place, the result as to whether to accept or deny the request will be documented in Admin Council meeting minutes.

Admin Council reserves the right to amend these guidelines at any point based on the nature of the requests it receives.