

**Subject:** School/Community Partnerships and Sponsorships  
**Effective:** September 10, 2003  
**Revised:** March 2012; July 2012; October 18, 2018

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### 1.0 PURPOSE

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This policy establishes the requirements and sets out the guidelines for partnership and sponsorship development between schools and community-based organizations, businesses, governments and other educational institutions.

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### 2.0 APPLICATION

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This policy applies to the schools and school districts within the public education system. However, it does not apply to projects or events organized by parent groups to raise or contribute funds/resources for the benefit of the public schools.

This policy does not apply to partnership/sponsorship arrangements involving public/school libraries.

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### 3.0 DEFINITIONS

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A **partnership** is a formal arrangement based on a mutually beneficial relationship for all partners. The primary basis of an educational partnership is the exchange of human and/or physical resources to expand opportunities for student learning.

**Sponsorship** is support offered in the form of an agreement to provide a specific type of assistance to a school, school district or to the public education system as a whole. Sponsorship agreements include an understanding to recognize the sponsor (e.g., in published formats or verbal message).

**Use of school facilities** is support offered by the school to individuals, community or business groups that wish to use the premises for educational, community and/or recreational purposes. (See also, [Policy 407](#) - Community Use of Schools)

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### 4.0 LEGAL AUTHORITY

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[Education Act](#), sections:

6(b.2) The Minister may establish provincial policies and guidelines related to public education within the scope of the Act.

17 Employment of children during school hours.

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28(2)(g) The duties of the principal include being accountable and responsible for funds provided to and raised for the school.

36.9(6)(b) A District Education Council may cooperate with persons and organizations to advance the quality of learning within the school district for which the District Education Council is established and to foster the spirit of lifelong learning with the community.

46 Community use of school property.

50(1) The Minister may enter into agreements for any purpose within the scope of this Act.

50(4.1) School districts may enter into agreements for the purpose of carrying out authorities and responsibilities.

50.2 School districts budgets and expenditures.

51.1 Audit of school districts.

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## **5.0 GOALS / PRINCIPLES**

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**5.1** School/Community partnerships and sponsorships enhance learning opportunities for students, increase community support for public education and foster a positive quality of life in communities.

**5.2** The Department of Education and Early Childhood Development (EECD) supports partnerships and sponsorships that:

- are compatible with the Mission Statement of public education in New Brunswick;
- share values, objectives and roles and responsibilities;
- enhance quality and relevance of education for learners;
- are consistent with the objectives, ethics, cultural, human, social, moral and core values of the education system;
- provide fair and equitable treatment for those involved;
- are developed and structured in consultation with all parties;
- recognize and respect each partner's expertise;
- encourage individual participation on a voluntary basis; and
- facilitate communication and cooperation among partners.

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**6.0 REQUIREMENTS / STANDARDS**

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**6.1 GENERAL**

- 6.1.1** Partnership/sponsorship arrangements that involve more than one district, and/or include multiple partners require the approval of the Minister of Education and Early Childhood Development.
- 6.1.2** All partnerships/sponsorships are subject to the following:
- 6.1.2.1** The requirements of each partner are clearly defined, expressed in a written agreement and communicated.
  - 6.1.2.2** A commercial sponsorship will be permitted only when such sponsorship is advantageous to students.
  - 6.1.2.3** A commercial sponsorship shall not overshadow the original purpose of the team, event or activity.
  - 6.1.2.4** Arrangements shall not allow for direct marketing strategies in the schools. The release of personal information (other than that which is normally available to the public), such as phone and address lists of students, parents or staff must conform with the *Right to Information and Protection of Privacy Act*.
  - 6.1.2.5** Competitors may not be excluded at the request of the partner/sponsor. Additionally, no partner/sponsor shall receive exclusive access to any school or district indefinitely.

**6.2 APPROPRIATENESS**

- 6.2.1** All activities undertaken under the auspices of a partnership/sponsorship arrangement shall be supportive of the learning environment and age appropriate.
- 6.2.2** No student shall, under a partnership/sponsorship arrangement, be permitted to have any direct involvement in a workplace setting (i.e., employment) during school hours unless it is part of his/her program of studies.
- 6.2.3** Partnership and sponsorship involvement shall be acknowledged in an appropriate manner, which shall not include an endorsement of a particular product.
- 6.2.4** Classrooms shall generally be “ad free”. Name recognition in relation to the partnership /sponsorship shall be discreet and proper.
- 6.2.5** Tobacco, alcohol or cannabis company sponsorship of school-related initiatives is not permitted. (See [Policy 702](#) - Tobacco-Free Schools)

**6.3 ACCOUNTABILITY**

- 6.3.1** Accounting procedures as defined in [Policy 101](#) - Financial Responsibilities of School Districts must be followed.

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**7.0 GUIDELINES / RECOMMENDATIONS**

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**7.1 PARTNERSHIPS**

- 7.1.1** A letter of agreement between the partners should include:
- (a) the goals and objectives of the partnership;
  - (b) the roles and responsibilities of the partners;
  - (c) a detailed delivery model including activities and timelines, if appropriate;
  - (d) the contributions and/or financial commitments of the participants to the partnership;
  - (e) an understanding of indemnification of the partners for any claims arising out of the partnership;
  - (f) the means of sharing the outcomes or results of the partnership; and
  - (g) a clause pertaining to measuring and evaluating partnership performance to make informed decisions that ensure continuous improvement.
- 7.1.2** School principals should provide to the Parent School Support Committee (PSSC) details respecting any partnership arrangements entered into by the school. This should include a financial report regarding funds raised as a result of a partnership arrangement, including how this money is spent. This is consistent with [Policy 101](#) - Financial Responsibilities of School Districts.
- 7.1.3** All partners reserve the right to terminate an existing agreement immediately for breach of the agreement, for just cause, or by giving reasonable notice.
- 7.1.4** Whenever possible, partner organizations should be Canadian-owned.

**7.2 SPONSORSHIPS**

- 7.2.1** In order to determine a potential sponsor's suitability, the following information should be collected:
- (a) the product(s) or service(s) of the sponsor;
  - (b) information about the potential sponsor's business ownership and history;
  - (c) reasons for the sponsor's interest in such a project;
  - (d) the program(s), activities, facilities, equipment, etc. which the sponsor wishes to support;
  - (e) representative(s) of the firm who will be the sponsorship(s) contact(s).

- 7.2.2** It is recommended that a sponsorship prospectus or sales package defining the event/promotion to be marketed, (e.g. sponsorship in the area of athletics) be reviewed on an annual basis by the person responsible for assessing the agreement.
- 7.2.3** Sponsorship agreements should be established for specific programs (e.g., athletics, yearbook) or events (e.g., school plays, tournaments) and/or may occur in conjunction with fundraising events (e.g., the Terry Fox Run).

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**8.0 DISTRICT EDUCATION COUNCIL POLICY-MAKING**

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The District Education Council may develop any additional guidelines and procedures necessary to implement this policy.

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**9.0 REFERENCES**

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[Policy 101](#) Financial Responsibilities of School Districts  
[Policy 407](#) Community Use of Schools  
[Policy 409](#) Closure of Schools  
[Policy 702](#) Tobacco-Free Schools  
[Right to Information and Protection of Privacy Act](#)  
[Cannabis Control Act](#)

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**10.0 CONTACTS FOR ADDITIONAL INFORMATION**

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Department of Education and Early Childhood Development – Policy and Planning Branch  
(506) 453-3090

Department of Education and Early Childhood Development – Educational Services Branch  
(506) 453-2155

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