



SCHOOL/COMMUNITY RELATIONS

SPONSORSHIPS AND ENDORSEMENTS

Rationale

While funds can be generated through various forms of sponsorship and endorsement it is important that the message conveyed to students and others by the advertising, labor practices of the company, and general reputation of the company is not contrary to the values espoused by the school.

Policy

The Board of Directors recognizes the potential of commercial sponsorships and endorsements as sources of revenue but the Local School Council subject to the provisions in the accompanying regulation must give approval.

Regulation

1. Sponsorships and endorsements refer to the practice of receiving a benefit in cash or kind from a company or individual in return for promotion of the product within the school or the school community. Benefits received may be in the form of goods or cash received on a fee for promotion basis, a shared profit basis or a commission basis.
2. Schools will not promote products of firms that engage in questionable labour practices (e.g. exploitation of workers in Third World countries.)
3. Expectations of the company must be carefully examined to ensure there is no conflict with the values espoused by a Catholic school.
4. Contractual arrangements should be formally ratified by the school council subject to clearance by the Diocesan Social Justice Office and other schools in the system.
5. Contractual arrangements should not be for more than one year at a time. Prior to renewal the school council should examine all aspects of the conditions prior to deciding whether or not to renew.

Reference:	Approved
	Date Approved: April 1998
Cross-reference:	Date(s) Revised: September 2001