
Purpose/Background

Partnerships, Businesses, Community Groups and other Community Supports contribute to the overall education of RVS students. However, protection for students and the learning environment must be maintained. Reasonable efforts and measures need to be in place to prevent potential legal and ethical issues that may be caused by advertising on school property during school hours.

Educational and family values are the key consideration when working with partners, businesses and community.

This Administrative Procedure applies to any sponsored event, project, donation or the distribution of outside agency promotional materials to students and families.

Definitions

Advertising:

Can be written, oral, graphic or video made to promote and solicitate business through the elevation of desirable qualities and goods/services to encourage the public to buy into, or to patronize, the business/partnership/community organization and or personal values presented in the advertising. Advertising is usually in exchange for financial payment but can also be requested of the School/Division/Board of Trustees without financial benefit.

Sponsorship:

Is an agreement between party 1 (an individual school, RVS or the Board of Trustees) and party 2 (an individual group, organization or community-based group) in which the sponsor (party 2) provides financial or resource support in exchange for recognition.

Donation:

Is a gift or contribution of money, goods or services, voluntarily transferred to a school or the school division which is given without expectation of something of value in return. See Administrative Procedure AP5114 and AP5116 for guidelines.

Purchased Items:

The purchase of items by a parent council, school, RVS and/or the Board of Trustees where items have brand names, trademarks, logos or tags for product/service identification are not considered to be advertising or sponsorship UNLESS the goods are purchased at a reduced rate provided under the pretense of Advertising, Sponsorship or Donations. The purchasing of these items shall be governed by the purchasing policies and procedures of RVS.

Procedures

1. Requirements

- 1.1. Involvement by outside organizations will not require students to observe, listen to or read advertising.
- 1.2. Selling or providing access to captive audience in the classroom for commercial purposes is prohibited.
- 1.3. All advertising, donations, sponsorships must support the goals and objectives of RVS and the School as outlined in RVS' 4-Year Plan.

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- 1.4. Products obtained through sponsorship and donated materials will be held to the same standard used for the selection and purchase of curriculum materials. Student safety and well-being, as well as environmental sustainability and responsibility, is to be kept and considered when receiving these materials.
 - 1.5. All organization sponsorship and advertising relationships shall be confirmed by a written contract signed by the Associate Superintendent of Business and Operations or designate.
 - 1.6. The cost of installing and maintaining sponsorship or donation signage is the responsibility of the school or department arranging for the material.
 - 1.7. **Supplying student and/or employee lists and/or personal information is strictly prohibited. The FOIP ACT and relevant legislation, including the Education Act, must be followed.**
2. **RVS Authorized Commercial Materials (written, oral, graphic or video materials)**
RVS permits the following types of advertising provided they comply with the guidelines outlined in this Administrative Procedure and in RVS' Visual Identity Manual. Authorized materials may include:
- 2.1. Sponsored uniforms and team clothing with corporate logos (Middle/High School levels only) in accordance with Alberta Schools Athletic Association (ASAA) equipment guidelines for uniforms (varies by sport – outlined in the ASAA Bylaws and Policy Handbook);
 - 2.2. Vending Machines;
 - 2.3. Temporary signage (not affixed to the building or grounds) at the school for a specific sponsored event indicating the Sponsor or donors name and/or logo. Temporary means that it must be removed within two weeks following the program, production, event, tournament occurring. The location, prominence design of the banner shall be tasteful and respectful of cultural values and the school community. **(The sponsorship agreement must be in writing and approved by the Associate Superintendent of Business and Operations or designate);**
 - 2.4. Plaques, pictures or other notices at the donors' place of business **(those using RVS logo/name must be approved by the RVS Communications team);**
 - 2.5. Donation recognition plaques in RVS Facilities **(approval from the Superintendent of Schools required);**
 - 2.6. Playground or outdoor sports and recreation area acknowledgement signage **(approval from the Associate Superintendent of Business and Operations or designate – see example in Appendix A);**
 - 2.7. RVS Programs and Partnership awareness material **(material subject to the approval of the Associate Superintendent of Learning);**
 - 2.8. Post-Secondary Education groups;
 - 2.9. Other Education Services with appropriate disclaimer;
 - 2.10. Distribution of election material is strictly prohibited (except for curriculum delivery in the classroom setting).
3. **Guidelines (including all written, oral, graphic or video materials)**
- 3.1. The advertising must be education related without a for profit motivation;
 - 3.2. Always use a disclaimer when distributing information on behalf of outside organizations or programs. The disclaimer must outline that RVS is not responsible for the program, service or content provided by the organization or program;
 - 3.3. Advertisement is tasteful, discreet, respectful of the cultural values of the community, school division and in keeping with the ages of the students at the school;

- 3.4. Information is, to the best of RVS' knowledge, accurate, factual, objective and complete;
- 3.5. The advertising must be interesting, and understandable;
- 3.6. The context must not be considered derogatory toward a particular group (i.e. Ethnic group, race or gender);
- 3.7. Sponsor name and/or logo only;
- 3.8. Student images or work may not be used unless [Form AF144-E Consent Third Party Promotional Events](#) has been completed for all participants;

4. Responsibility and Approval

- 4.1. The School Principal may approve requests that fall within section 2 and 3 that do not specify additional approval requirements;
- 4.2. When additional approval is required, as outlined in section 2, it must be obtained in writing by the RVS appointed representative;
- 4.3. Any Sponsorship and/or event donation approvals must be in writing and signed by the Associate Superintendent of Business and Operations or designate.

5. Distribution of Material

- 5.1. Only materials and information that meet the standards above can be distributed using the acceptable distribution formats below:
 - 5.1.1. Flyers or other paper materials may be sent home with students;
 - 5.1.2. Flyers or other paper materials may be posted on tack boards within the facility;
 - 5.1.3. Donation or Sponsorship recognition may be included within electronic newsletters;
 - 5.1.4. Recognition may be made through school announcement(s) (i.e. We would like to thank ___ Company for supporting today's event);
 - 5.1.5. Posting recognition notice on the school's website;
 - 5.1.6. Playground recognition signage board (as per the approved standard example in Appendix A).

References:

AP5408 Facility Signage and Messaging Systems
AP144 Public Use of Student Images/Work
AP5114 Donations
AP5116 Donations for Facilities
AF144-E Consent Third Party Promotional Events
RVS Visual Identity Manual
ASAA Policy Manual
Education Act Section 33, 52, 53, 55, 197, 222, 256