



Corporate Sponsorship and Advertising in Schools Board Policy

Department: Superintendent of Schools
Section: System Administration

The Annapolis Valley Regional School Board recognizes that corporate sponsorship and advertising are a visible and active presence in all aspects of public and community life and have existed in public schools for many years. It believes the schools under its jurisdiction should have opportunity to use these corporate activities as means of gaining additional resources, and services, but also believes that guidelines must be in place to define standards and appropriate procedures.

Specifically

- All forms of corporate advertising and sponsorship must comply with Federal and Provincial Government legislative requirements and the mission, vision, guiding principles, belief statements, goals, values, educational programs and policies of the Board.
- Corporate advertising must not exploit or take unreasonable advantage of students as a captive market, through requiring them to observe, listen to, or read advertisements or to participate in some form of advertising. For example, advertising in the classroom during regular formal instruction or on computers as a screen saver would be taking unreasonable advantage of students as a captive market. On the other hand, sponsorship with advertising at an extra-curricular activity is acceptable.

Monitoring

- The Superintendent of Schools is responsible for the implementation, monitoring and revision of this policy.
- This policy will be monitored annually.

Board Approved: October 1/97 (formerly BP 200.4)

Ref: AP 101.5

Monitoring Date: Annually

Revised: March 2/05, May 4/11, October 3/12, October 1/14