
SCHOOL DISTRICT NO. 36 (SURREY)

No. 10800.5

REGULATION: PLACEMENT OF DONOR/SPONSOR ADVERTISEMENTS, SIGNAGE, MESSAGES OR LOGOS

1. PURPOSE

The Board may permit placement of donor/sponsor advertisements, signage, messages or logos on District property, grounds or buildings including placement on equipment, vehicles, books or uniforms. This regulation provides operational guidelines and criteria to be used in approving such placement.

2. APPROVAL OF SPONSOR ADVERTISEMENTS

The Business Development Department must provide approval of all placements of donor/sponsor advertisements, signage, messages or logos. Proposals for placement may be submitted to the Business Development Department through a school or by the donor or sponsor directly.

The District reserves the right to reject any donor, sponsor or advertiser and any specific advertising, message or logo proposed for placement without penalty, limitation or time constraint.

3. GUIDING PRINCIPLES

All sponsor advertisements, signage, messages, logos and images must comply with Board policy and regulation.

The District will not accept sponsor advertisements, signage, messages, logos or images that promote:

- (a) Partisan messages, events, gatherings or activities (including those on behalf of political parties or individual candidates);
- (b) Municipal, Provincial or Federal election campaigns (with the exception of messages regarding the right to vote hosted by non-partisan electoral groups or those providing information on the electoral voting process);
- (c) Religious groups, messages, events, gatherings or activities;
- (d) Violence or aggression;
- (e) Alcohol, tobacco or illicit drugs;

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- (f) Illegal activities of any kind;
- (g) Discrimination;
- (h) Images or messages that are considered inappropriate for viewing by school-aged children;
- (i) Independent schools delivering K-12 education; and
- (j) Private tutoring or educational services where the advertisement or message is in conflict with or negates the philosophies, policies and regulations of public education and the School District.

Placement of advertisements, signage and messages in one or more languages other than English is permitted. Donors or sponsors requesting placement of advertisements, signage or messages in a language other than English must submit a draft of the proposed advertisement, signage or message together with an English translation for review and approval by the Business Development Department. The Business Development Department will seek out independent confirmation of the translation as part of the review and approval process.

4. MAINTENANCE VEHICLE ADVERTISING

Sponsor advertisements, messages, logos and images may be placed on District maintenance vehicles in return for cash consideration. The maximum number of advertisers per side of a vehicle will be two unless special approval is provided otherwise through the Secretary Treasurer.

Sponsor advertisements, signage, messages, logos and images shall not highlight or promote:

- (a) Fried foods, including French fries; and
- (b) Soft drinks, candy and other foods with high sugar content.

If a food-related advertisement, message or image displays food portions, it must show reasonable portion sizes and not be excessive in any capacity. Images or messages displaying meals should represent a balanced, nutritious meal featuring selections from the various food groups.

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5. TEAM JERSEY/CLUB SHIRT LOGO PLACEMENT

Donors/sponsors to District sports teams or school clubs may be recognized by placement of a logo on the team jersey or club shirt. Logos will be no more than 15 square cm and limited to no more than three logos per jersey. The logos will be placed either on the sleeve or on the bottom back panel of the jersey/shirt.

All team jersey/club shirt logos must be approved by the site Principal in consultation, as deemed appropriate by the Principal, with staff and parents at the site.

Approved: 2007-02-27
