



## CORPORATE SPONSORSHIP AND ADVERTISING POLICY

Policy Type: Administrative  
Applies to: All staff, donors, sponsors  
Approved By: Lead Principal  
Policy Reviewed: every 2 years  
Adopted: 2018  
Revisions: 2019, 2025

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### PURPOSE:

Maple Ridge Christian School (MRCS) values partnerships that support its mission to provide Christ-centered education.

This policy provides guidance for entering into corporate sponsorship and advertising arrangements that enhance educational programs or facilities while protecting the integrity, independence, and values of MRCS.

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### DEFINITIONS:

- **Corporate Sponsorship:**  
A financial or in-kind contribution from a business, organization, or individual in exchange for acknowledgment, recognition, or limited promotional consideration.
  - **Advertising:**  
A paid or in-kind arrangement that promotes a business, product, or service within MRCS media or materials (digital, print, or physical).
  - **Partnership Agreement:**  
A written agreement defining the purpose, expectations, and duration of the sponsorship or advertising relationship.
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### PROCEDURES:

1. **Eligibility and Alignment**
  - a) All corporate sponsorship and advertising proposals must align with the mission,



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vision, and values of MRCS.

b) MRCS reserves the right to decline or discontinue any partnership that could be perceived as inconsistent with Christian values, community standards, or school policies.

c) MRCS will not accept sponsorships or advertising associated with:

- Alcohol, tobacco, vaping, or cannabis products
- Gambling or gaming services
- Political campaigns or advocacy groups
- Organizations inconsistent with Christian beliefs and teachings

### 2. **Approval Process**

a) Sponsorship and advertising proposals must be submitted in writing to the Lead Principal or designate.

b) The Lead Principal, in consultation with the Director of Development and Finance Department, will assess proposals for ethical, financial, and educational alignment.

c) Sponsorships exceeding \$10,000 or involving naming rights require approval by the MRCS Board of Directors.

### 3. **Recognition and Use of Name or Logo**

a) MRCS's name, logo, or likeness may not be used in any corporate publication, website, or media release without express written consent.

b) Recognition will be tasteful, unobtrusive, and consistent with MRCS branding guidelines.

c) Corporate logos or acknowledgments may appear on:

- Event programs, banners, or temporary signage
- School newsletters, social media posts, or digital publications
- Donor walls or recognition plaques (if approved)
- Select facility naming (only under Board-approved agreements)

d) Overt branding or advertising within classrooms or core instructional materials is not permitted.



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### 4. **Transparency and Accountability**

- a) All sponsorship and advertising funds shall be received, recorded, and used in accordance with MRCS's financial policies and charitable receipting regulations.
- b) Donors and sponsors are entitled to transparency regarding how funds are used.
- c) MRCS reserves the right to terminate any agreement if a sponsor's reputation, conduct, or operations conflict with MRCS's values or create reputational risk.

### 5. **Term and Review**

- a) Sponsorship and advertising agreements must specify the duration, recognition terms, and review or renewal conditions.
  - b) Annual review will be conducted by the Development Office to ensure continued compliance with this policy and MRCS values.
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## **RESPONSIBILITIES:**

- **Lead Principal:**  
Oversees the implementation and ethical administration of all sponsorship and advertising agreements.
- **Director of Development:**  
Coordinates proposal intake, communication with sponsors, and record-keeping of all agreements.
- **Finance Department:**  
Ensures financial accountability and compliance with CRA and charitable giving regulations.
- **Board of Directors:**  
Approves major sponsorships, naming opportunities, and ensures alignment with school governance and vision.



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