

## **Sales Promotions**

Canvassing, selling or offering to sell goods, services or merchandise to staff or students requires prior approval of the Superintendent or School Principal. Advertising on school board property will be in accordance with the procedures outlined below.

### **Procedures:**

1. The Superintendent shall determine the appropriate access, giving primary consideration to educational needs, within the Division.
2. School Principals, in consultation with the School Council, as appropriate, shall determine the appropriate access, giving primary consideration to the educational needs within their schools.

## **Advertising**

1. Advertising in the Division by external organizations is permitted, if the advertising serves a useful purpose for the Division (example, provides information on local services for students and families, or generating additional revenue for Division or school-level initiatives and programs).
2. The Board expects administration to ensure that authorization of advertising occurs only when the advertising is consistent with the Division's beliefs, mandate and mission, is in the best interests of students, and is compatible with community values.
3. Advertisements of products or services in the Division are subject to the following considerations:
  - 3.1. All advertising in schools is approved by the School Principal. The School Principal is to consider the age and best interests of students in determining if the products or services are appropriate to be advertised in a school setting.
  - 3.2. Fees for advertisements may be charged at the administrator's discretion.
  - 3.3. The School Principal determines the quantity and location of advertisements, as well as the length of time they are in place.
  - 3.4. School Principals shall consult, where appropriate, with the school council, parents, staff, and students in the identification, development, and implementation of educational partnerships and sponsorships.
  - 3.5. Students shall not be required or requested to take home any advertising material from commercial firms which may indicate that the school endorses a particular product, service or program.

## **Reference**

[School Act](#) Section 27  
[AP 30-03 School Fundraising](#)  
[AP 20-10 Political Electioneering](#)