



CALGARY BOARD OF EDUCATION

Administrative Regulation 1029.3 - Operations of Schools Advertising in Schools

Business firms produce from time to time promotional items of considerable value for school use, either for instruction or for extracurricular activities. The production of such items is designed to create general good will for the business firm.

Promotional items may be accepted for use in school if the following conditions are met:

1. The conditions of their use within the schools are determined solely by the Chief Superintendent and are not imposed by any outside organization.
2. The items are judged by the Chief Superintendent to have sufficient educational or other value to justify their being used in schools.
3. The advertising is inconspicuous.
4. The school must not be used as a means of distributing advertising to students or their parents.
5. Students and/or their parents are not required to attend a particular place of business in order to receive an award for participation in a school project or an activity which is sponsored by a business.

Approved:

June 26, 1990

Re-issued:

February 15, 2003