



POLICY SECTION: ADMINISTRATION
SUB-SECTION:
POLICY NAME: ADVERTISING
POLICY NO: A.03

Date Approved: March 28, 2007	Date of Next Review: April 2023	Dates of Amendments: April 19, 2018
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Cross References:

- Communication (A.37)
- Logo Use (T.16)
- Donation and Sponsorship (F.F.02)
- Purchasing Policy (F.P.01)
- Offering of Hospitality or Gifts (F.M.07)
- Fund Raising in Schools (S.M.04)
- Access to Students in Schools (S.S.04)
- Ontario Regulation 298, s. 24 under the Education Act*

Appendix

Purpose:

This policy identifies parameters and acceptable best practices for advertising in schools.

Scope and Responsibility:

This policy applies to all schools and worksites of the TCDSB and third-parties wishing to partner with the TCDSB in advertising. The Director is responsible for this policy with the support of the Partnership Development Department.

Alignment with MYSP:

- Living Our Catholic Values
- Strengthening Public Confidence
- Fostering Student Achievement and Well-Being



POLICY SECTION: ADMINISTRATION

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POLICY NO: A.03

Providing Stewardship of Resources

Policy:

It is the policy of the Toronto Catholic District School Board that advertising ~~should~~ **must** be **consistent with Catholic Values as reflected in the Board's Multi-Year Strategic Plan and** for the purposes of informing and educating the public, as well as creating awareness of education programs, services, events and community activities of specific interest or benefit to students, parents/guardians, staff, **trustees**, Catholic School Supporters and stakeholders.

Advertising is permitted for the on-going business functions of the Board in accordance with purchasing and procurement policies and procedures.

Regulations:

1. **Advertising for the benefit of the** Board ~~wide advertising~~ shall be paid for from the approved Board's annual budget.
2. **Advertising for the benefit of the** Board ~~wide advertising~~ shall be done in a cost effective manner and in accordance with the Board's purchasing policy.
3. Advertising by the Board will present objective, factual and explanatory information based on verifiable facts.
4. TCDSB will not engage in advertising where the sole objective of the advertisement is to encourage students of a coterminous board to register as a TCDSB student.



POLICY SECTION: ADMINISTRATION

SUB-SECTION:

POLICY NAME: ADVERTISING

POLICY NO: A.03

5. In accordance with *Ontario Regulation 298*, s. 24, no advertisement or announcement shall be placed in a school or on school property or distributed or announced to the pupils on school property without the consent of the TCDSB, with the exception of announcements of school-related activities.
6. External individuals or organizations with school-based advertising requests may approach the principal with advertising requests. All school-based requests by external individuals or organizations are to be vetted by the principal and area Superintendent.
7. External individuals and organizations with advertising requests on a board-wide basis are to be referred to the Partnership Development Department for consideration prior to seeking approval from the Board of Trustees.



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Definitions:

Advertising

The activity or profession of producing information for promoting the sale of products or services, and bringing attention to a product (or service).

Advertisement

Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places.

School Property

TCDSB schools and other TCDSB owned buildings and land.

Evaluation and Metrics:

The effectiveness of the policy will be determined by measuring the following:

The Partnership Development Department tracks advertising agreements throughout the TCDSB.