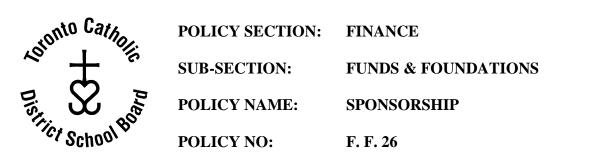
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Date Approved: August 26, 2010		Date of Next October 2021		Dates of Amendments: October 2016
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#### **Policy:**

It is the purpose of the Toronto Catholic District School Board to endorse the use of sponsorships that support the Mission, Vision and Goals of the Board for the purposes of enhancing learning opportunities for students.

Sponsorships are permitted for the on-going business functions of the Board in accordance with, but not limited to acceptance to hospitality or gifts, offering of hospitality and gifts, access to school premises, purchasing and procurement, fundraising, advertising, advertising in schools and sweat hop the policies and procedures.

All sponsorships shall be related to charme le, humanitarian, educational, or service activities consistent with the tenets of Cathol cism.

# **Regulations:**

- 1. The Toronto Catholic District School Board will seek sponsorships with and from persons, groups, communities and business entities and organizations which will benefit the educational objectives of the Board, and are consistent with the goals of the Board, will not compromise or exploit students or staff, and will reveal balance educational opportunities for students.
- 2. The Board shall encourage contributions from sponsors whose ethical and political thes correspond to the common good as defined in Ontario Catholic Education and the Corporate Sector published by the Institute for Catholic Education: "the common good balances harmoniously the recognition, respect, and interests of the human person with the needs and expectations of the community".

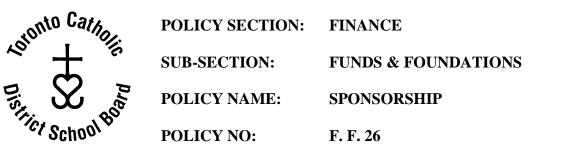


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- 3. Sponsorships are to fall under the auspices of the Partnership Development Department, and under its guidance.
- 4. The responsibility for implementation of this policy and any supporting procedure shall be with the Director of Education.

# Procedures

- 1. All school based sponsorships require the approve of the Principal, in consultation with the School Council, appropriate Superintencent of Education **and Partnership Development Department**. The Superintendent **and/or Partnership Development Department** is a crease the proposal with Director's Council before rendering a pecision.
- Any sponsorship deemed by the Superimendent of Education and/or Partnership Development Department to be unique or the first of its kind for the Board shall be brought to Director's Council for discussion.
- The principal may evaluate school based sponsorships, governed by and in accordance with Appendix A, Determining Whether to Have a Sponsorship - The Sponsorship Process.
- 4. All board-wide **sponsorships** fall under the auspices of the Partnership Development Department and require the approval of the Board of Trustees.
- 5. Sponsorships from organizations that manufacture or promote products or services such as tobacco products, alcoholic beverages, weapons, gambling or pornography, or other products that violate TCDSB policies, are not eligible.



- 6. In accordance with O. Reg. 298/24, 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 board.
- 7. Before the acceptance of and/or approval of a sponsorship the following must be considered:
  - a) The compatibility of the sponsorship with the mission, vision and goals of the Board;
  - b) The compatibility of the sponsoromp with the policies and procedures of the Board;
  - c) Products and services of the Sponsoluce consistent with all applicable policies set by the ICLNB, as all as all applicable laws, rules, and regulations in their own country, as well as meet internationally recognized standards, in order to advance social and environmental responsibility,

d) Value of the sponsorship to the school's educational program;

e) Location of the sponsorship in the school's building or on the school poperty;

- f) Applicable installation or repair costs;
- g) Safety, security and maintenance requirements;



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- h) Board-established standards for equipment (e.g. computers, audio-visual);
- i) Financial commitment required by the school or the Board (e.g. ongoing costs).
- j) All of the above needs to comply with the TCDSB Trustee vervices and Expenditures Policy T.17 and TCDSB Policy Sweatshop Free Parchasing Policy F.P.04, and where necessary, requirements of the OFSAA Uniform Sponsorship Policy.

## **Definitions:**

## Sponsorship

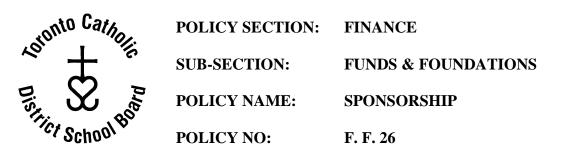
Sponsorship is where another party makes an arrangement to exchange advertising for the responsibility of funding an event or entity with a view to promoting their name, trade mark, image, activities or products. Sponsorship is distinct from advertising because a sponsor is credited for their direct investment, providing them with a closer association with the content.

#### Sponsor

A corporation or organization that enters into a sponsorship agreement with a "property" and pays cash or value-in-kind in return for access to exploitable commential potential associated with the property.

For the surpose of this Policy, a sponsor is any organization or individual providing resources to the TCDSB, for use in achieving TCDSB objectives, in return for specific benefits. A sponsor is not an organization or individual providing a 'gift' with no benefits in return.

#### **Evaluation and Metrics:**



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

Metrics and accountability will be on-going based on impact measures related to, but not exclusive to, incremental revenues (cash and in-kind) generated and sponsorships established.

In addition, the effectiveness of the policy will be evaluated against its support of the goals outlined in TCDSB Multi-Year Strategic Plan. This will be further measured by participation rates and engagement of schools and community groups.