



**POLICY SECTION:** FINANCE  
**SUB-SECTION:** FUNDS & FOUNDATIONS  
**POLICY NAME:** SPONSORSHIP  
**POLICY NO:** F. F. 26

<b>Date Approved:</b> August 26, 2010	<b>Date of Next Review:</b> October 2021	<b>Dates of Amendments:</b> October 2016
<b>Cross References:</b> S.S.04 Access to Students in Schools S. 16 Access to Pupil Information S.M.04 Fundraising in Schools Education Act, Reg. 298, Sec. 24 Advertising and Announcements Education Act, Reg. 474/00 Access to School Premises		
<b>Appendix</b> Appendix A- Determining Whether to Have a Sponsorship - The Sponsorship Process		

**Purpose:**

To provide parameters and clarify procedures for the approval of sponsorship arrangements at the Board and/or school level.

**Scope and Responsibility:**

This Policy extends to all persons, groups, communities and business entities and organizations. The Director of Education is responsible for this policy.

**Alignment with MYSP:**

Living Our Catholic values  
Strengthening Public Confidence  
Fostering Student Achievement and Well-Being  
Providing Stewardship of Resources



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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 sweatshop-free policies and procedures.

All sponsorships shall be related to charitable, humanitarian, educational, or service activities consistent with the tenets of Catholicism.

### **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 strive to balance educational opportunities for students.
2. The Board shall encourage contributions from sponsors whose ethical and political values 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 approval of the Principal, in consultation with the School Council, appropriate Superintendent of Education **and Partnership Development Department.** The Superintendent **and/or Partnership Development Department** may discuss the proposal with Director's Council before rendering a decision.
2. **Any sponsorships involving instances which will affect school property will be referred to the Superintendent and/or Partnership Development Department prior to acceptance.**
3. **The Superintendent and/or Partnership Development Department will assess the sponsorship opportunity with regards to system impact and strategic direction and may discuss the proposal with Director's Council, for appropriate action.**
4. **The principal may evaluate school based sponsorships, governed by and in accordance with Appendix A, Determining Whether to Have a Sponsorship - The Sponsorship Process.**
5. **In order to limit liability and ensure consistent business practices, schools may not enter into written contractual arrangements regarding sponsorships without a central review of the contractual documents.**



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**This review will be facilitated through the Superintendent of Education and/or Partnership Development Department.**

6. All board-wide **sponsorships** fall under the auspices of the Partnership Development Department and require the approval of the Board of Trustees.
7. **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.**
8. **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.**
9. 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 sponsorship with the policies and procedures of the Board;
  - c) Products and services of the Sponsor are consistent with all applicable policies set by the TCDSB, as well as all applicable laws, rules, and regulations in their own country, as well as meet internationally



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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 school property;
- f) Applicable installation or repair costs;
- g) Safety, security and maintenance requirements;
- 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 Services and Expenditures Policy T.17 and TCDSB Policy Sweatshop Free Purchasing Policy P.04 and where necessary, requirements of the OFSAA Uniform Sponsorship Policy.

#### **Definition 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.**



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### **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 commercial potential associated with the property.

For the purpose 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.**