Date Approved August 26, 2010			Dates of Amendments: October 2016
ct School	POLICY NO:	F. F. 26	
School Bo	POLICY NAME:	SPONSO	RSHIP
	SUB-SECTION:	FUNDS &	z FOUNDATIONS
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Cross References:

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

Operational Procedures:

Determining Whether to Have a Sponsorship - The Sponsorship Process

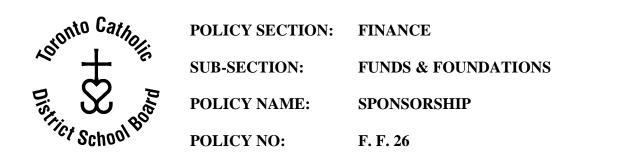
Purpose:

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



Policy

It is the purpose of the Toronto Catholic District School Board to endorse the use of sponsorships that In support of the Mission, Vision and Goals of the Toronto Catholic District School Board, sponsorship opportunities will be considered to enhance for the purposes of enhancing learning opportunities for success

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

All sponsorships shall be related to corritable, umanitarian, educational, or service activities consistent with the tenets of Cathol cism.

Definitions

Sponsorship

Sponsorship may be an urangement to exchange advertising for the responsibility of funding a popular vert or entry.

Sponsor

A corporation or expanization that enters into a sponsorship agreement with a "properv" 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.

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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 and objectives of the Board, Sponsorship opportunities will not compromise or exploit students or staff, and will strive to balance enhance educational opportunities for students.

2. The Board shall encourage contributions from the polysons whose ethical and political values correspond to the common good as defined in are consistent with Ontario Catholic Education. and the Corporate Sector published by the Institute for Catholic Education: "the common good balances memoripasily the recognition, respect, and interests of the human person with the needs and expectations of the community".

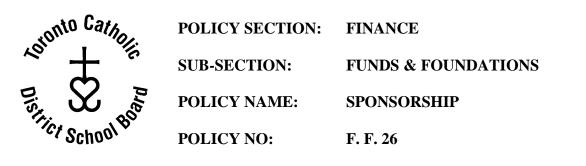
3. Sponsorships are to fall under the aspice. If the Partnership Development Department, and under its guidance.

4. The responsibility for implementation of this policy and any supporting procedure shall be with the Director of Education and the Associate Director of Business Services

Procedures

1. All school band sponsorship agreements require the approval of the Principal, in conditation whether School Council, and the appropriate Superintendent of Education and the Partnership Development Department. The Superintendent and/or the Partnership Development Department may discuss the proposal with Director's Council before rendering a decision.

2. Any agreement deemed by the Superintendent of Education to be unique or the first of its kind for the Board shall be brought to Director's Council for discussion. All board-wide agreements fall under the auspices of the Partnership Development Department and require the approval of the Board of Trustees.



The principal may evaluate school based sponsorships in accordance with this policy.

3. Before the acceptance of and/or approval of a sponsorship agreement the following must be considered:

a) The compatibility of the sponsorship agreement with the mission, response and goals of the Board;

b) The compatibility of the sponsorship agreement 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 law, rule, 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 agreement of school's educational program;

e) Location of the sponse hip in the school's building or on the school property;-

f) Applicable instal ation or repair costs;

g) Safety, security and traintenance 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 F.P.04, and where necessary, requirements of the OFSAA Uniform Sponsorship Policy.

Schools may enter into written contractual arrangements regarding sponsorships subject to a central review of the contractual documents. This

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

4. All board-wide sponsorships fall under the auspices of the Partnership Development Department and require the approval of the Board of Trustees.

5. 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.

6. Before the acceptance of and/or approval of a sponsorship agreement the following must be considered:

a) The compatibility of the sponsorship agreement with the mission, vision and goals of the Board;

b) The compatibility of the sponsorship agreement 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 recognized standards, in order to advance social and environmental responsibility;

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

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

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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 F.P.04, and where necessary, requirements of the OFSAA Uniform Sponsorship Policy.

Definitions:

Sponsorship

Sponsorship is an arrangement to exchange advertising for the responsibility of funding an event or entity with a view to promoting a name, trade mark, image, activity or product.

Evaluation and Metrics:

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

- on-going incremental revenues generated;
- its support of the goals in the TCDSB Multi-Year Strategic Plan;
- engagement of schools and community groups.