



**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>Operational Procedures:</b> 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 SECTION: FINANCE**  
**SUB-SECTION: FUNDS & FOUNDATIONS**  
**POLICY NAME: SPONSORSHIP**  
**POLICY NO: F. F. 26**

## **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 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.

## **Definitions**

### **Sponsorship**

~~Sponsorship may be an arrangement to exchange advertising for the responsibility of funding a popular event or entity.~~

### **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.~~



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

## **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 sponsors 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 harmoniously the recognition, respect, and interests of the human person with the needs and expectations of the community"*.
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 ~~and the Associate Director of Business Services.~~

## **Procedures**

1. All school based sponsorship agreements require the approval of the Principal, in consultation with the 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.



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

**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, 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 with 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);~~
- ~~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**



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

**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);**



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

**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.**

**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.**