

TCDSB Policy Register

Sponsorship F.F.26

Date Approved: August 26, 2010 - Board	Date of Review:	Dates of Amendment:
Cross Reference:		

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.

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.

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”*.
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. The Superintendent 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.
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 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);
- 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.