

Toronto District School Board

Procedure PR507

Title: **ADVERTISING**
Adopted: June 12, 2002
Revised: May 13, 2003 (replaces H.018: Advertising),
August 25, 2003, **November 19, 2007**
Authorization: Executive Council

1.0 OBJECTIVE

To establish guidelines for the implementation of Board Policy P.006 BUS: Advertising

2.0 DEFINITION

Advertising Advertising in schools may involve items such as yearbook advertisements, special event programs, fun fair sponsorships, partnerships, donor recognition, athletic uniforms and T-shirts.

3.0 RESPONSIBILITY

Executive Superintendent, Business Services

4.0 PROCEDURES

4.1 Advertising Initiatives

- (a) Policy P006, Advertising, sets the boundaries for acceptable practices. Principals in conjunction with school councils may choose options within these boundaries to create acceptable local school practices reflective of local community values and norms.
- (b) All activities involving advertising or recognition must be approved by the principal and must be within the boundaries of policy P006.
- (c) The principal will ensure compliance with the Board's mission and values and policy P041, Distribution and Display of Materials for Students and Parents from External Groups Policy. Clarification may be obtained from the Business Development department.
- (d) The principal will bring all local school-based advertising initiatives to the attention of the school and/or student council. The school and/or student council must endorse all initiatives before implementation.

- (e) All initiatives must be forwarded to the Business Development department that may:
 - involve more than one schools;
 - have system-wide impact;
 - imply Board endorsement;
 - involve contractual obligations
- (f) The Business Development department will facilitate the systemwide impact evaluation process and advise the school regarding appropriate action.
- (g) Contracts relating to sponsorship, partnership, donor recognition or other forms of advertising may bind the Board. For this reason, all contracts must be reviewed centrally and signed by the Executive Superintendent, Business Services or designate. Principals may not sign contracts at the school level.
- (h) The Board may advertise its own centrally approved products and services throughout the system.
- (i) All magazines or periodicals that include advertising, produced by external organizations, must be approved centrally through the Business Development Department.

4.2 Logo Recognition of External Groups

- (a) Commercial logos may not be used in conjunction with the TDSB logo without approval.
- (b) Commercial logos may be displayed in schools for a temporary, time- or event-specific, period. This may include promoting events like drama festivals, acknowledgement of partnerships, direct marketing and other fundraising activities such as school fun fairs and confectionery sales.
- (c) The size and placement of logos on extra-curricular uniforms shall be in accordance with the Ontario Federation of School Athletic Associations' School Uniform Policy (see Reference Document), and in circumstances not covered by OFSAA's policy, the school principal shall decide.

4.3 Business Opportunities

- (a) From time to time schools may be presented with opportunities to distribute product samples or information in return for a financial or an in-kind donation. Such arrangements, whether couched as a donation or a business opportunity, must be forwarded to the Business Development department for central approval.
- (b) The Business Development department will assess the appropriateness and feasibility of the opportunity and respond promptly to the principal.

- (c) Sale of services, resources, employee purchase plans and other business opportunities may be negotiated and administered by the Business Development department.
- (d) Initiatives that do not involve the expenditure of Board funds for the purchase of service or merchandise are not subject to the Board's purchasing policy.
- (e) The Executive Superintendent, Business Services, or designate, must approve all business opportunities.
- (f) The Business Development department will process all approved initiatives.

5.0 REFERENCE DOCUMENTS

Board Policies

P006, Advertising

P041, Distribution and Display of Materials for Students and Parents From External Groups

P047, Naming Schools and Special Purpose Areas

Ontario Federation of School Athletic Associations, The Federation's School Uniform Policy, <http://www.ofsaa.on.ca/>, Constitution, By-Laws, section 2 – Department, subsection (h)