

Title	SPONSORSHIPS	Procedure No.	2029a
Department	DIRECTOR'S SERVICES		
Reference(s)	<i>Standards of The Canadian Advertising Standards Council, as published from time to time.</i>	Effective Date	2015 Dec. 15

1.0 APPLICATION

- 1.1 This Procedure applies to sponsorship arrangements between individuals, organizations or community groups and Thames Valley District School Board ("TVDSB"). A "sponsorship" is a financial contribution or gift in kind (a "**Contribution**"), provided by an individual, organization or community group (a "**Sponsor**") to TVDSB in exchange for recognition of the Sponsor.
- 1.2 This Procedure does not apply to:
 - 1.2.1 Donations and donor recognitions from individuals, organizations, community groups and TVDSB school groups, for specifically identified school projects, enhancements, equipment or programs benefiting TVDSB, which are addressed in TVDSB Policy and Procedure No. 1006A - Fundraising Activities and Donations for School Projects, Enhancements, Equipment and Programs.
 - 1.2.2 The establishment of awards, scholarships, bursaries and loan funds from the community to recognize student achievement, good citizenship qualities and to support student financial needs, which is addressed in TVDSB's policy and Procedure No. 2013 - Student Awards, Scholarships, Bursary and Loans.
 - 1.2.3 Collaboration arrangements contemplated by Procedure No. **2029b** Collaborations for the Benefit of Students.
 - 1.2.4 Any arrangement where the Sponsor wishes to receive privileges in exchange for its Contribution, over and above agreed upon recognition of the Sponsor.

2.0 ADMINISTRATIVE PROCEDURES

- 2.1 Appendix A to this Procedure is a schematic which summarizes the steps involved in the submission, consideration and possible approval of sponsorship arrangements which only involve a single school, is less than \$25,000 in value and do not otherwise involve the naming of any TVDSB facility or part thereof. Appendix B to this Procedure is a schematic which summarizes the steps involved in the submission, consideration and possible approval of sponsorship arrangements involving: more than one (1) school; Contributions valued at

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\$25,000 or more; TVDSB as a whole; or, the naming of any TVDSB facility or part thereof requested by a Sponsor. The remaining sections of this Procedure are intended to provide additional guidance and more detailed explanations.

- 2.2 Appendices A and B form part of this Procedure and all processes, requirements and approvals contemplated in therein shall apply in the applicable circumstances, whether or not same are addressed in the body of this Procedure.

3.0 **APPLICATION OF TVDSB POLICIES AND PROCEDURES – AUTHORITY OF TVDSB**

- 3.1 All sponsorship arrangements shall be subject to: this Procedure; other applicable TVDSB policies and procedures; and, such administrative determinations and requirements as may be made by TVDSB from time to time. In addition:
 - 3.1.1 TVDSB will have complete discretion over any decision to accept any Contribution.
 - 3.1.2 TVDSB will have complete discretion to determine the definitive terms of any agreement to be entered into between a Sponsor and TVDSB.
 - 3.1.3 TVDSB shall have complete discretion over the manner in which a Contribution from a Sponsor is used.
- 3.2 Sponsorship arrangements shall comply with Appendix C hereto entitled “Funds Management Requirements” (which forms part of this Procedure).
- 3.3 In considering whether to accept any Contribution, TVDSB shall consider, among other things:
 - 3.3.1 The overall benefit of the proposed Contribution to student learning and well-being.
 - 3.3.2 The reputation and public standing of the Sponsor and its products and services.
 - 3.3.3 Whether the Contribution is consistent with the mission, vision and commitments of TVDSB.
 - 3.3.4 TVDSB strategic plans and other relevant TVDSB initiatives, policies and procedures.
- 3.4 Sponsorships should not:
 - 3.4.1 be used to replace public funding for education; or
 - 3.4.2 be used to support items funded through provincial grants, such as classroom learning materials, textbooks and repairs or for capital projects that increase operating costs.

4.0 PERMITTED FORM OF RECOGNITION

- 4.1 Any recognition of a Sponsor may only involve the display of the name, logo and contact particulars of that Sponsor, and, if a Sponsor wishes, an acknowledgment of the Sponsor's Contribution.

5.0 PROHIBITIONS

- 5.1 While TVDSB is grateful for the support of Sponsors, due to the regulatory imperatives of boards of education, TVDSB's mission, vision and commitments, as well as TVDSB's desire to protect its reputation:
- 5.1.1 The activities and reputation of the Sponsor must be consistent with the mission, vision and commitments of TVDSB, as well as the image TVDSB wishes to portray. Without in any way limiting the foregoing, Sponsors whose undertakings involve the use, production, promotion or sale of firearms, alcohol, tobacco, mature sexual matters or gambling will not be accepted.
 - 5.1.2 TVDSB will not enter into any sponsorship arrangement if the association with the prospective Sponsor might adversely impact upon TVDSB's standing and reputation in the community.
 - 5.1.3 If, to the knowledge of TVDSB, a Sponsor (or, if applicable, its shareholders, directors and/or senior officers), have been found guilty of unethical or illegal practices, any proposed sponsorship arrangement with that Sponsor will not be approved.
 - 5.1.4 All sponsorship recognitions shall be for a specified period of time (e.g. one (1) year), to be agreed upon by TVDSB and the Sponsor. Indefinite recognitions of a Sponsor are not permitted.
 - 5.1.5 No Sponsor recognition shall involve the promotion of a Sponsor's products or services. TVDSB will not endorse the products or services of any Sponsor.
 - 5.1.6 Signage which forms part of, or is integral to the structural integrity of, any TVDSB facility, or part thereof, is not permitted.
 - 5.1.7 No Sponsor will be granted exclusive rights to sponsorship opportunities generally.
 - 5.1.8 Sponsorship by religious or political groups is not permitted.
 - 5.1.9 No sponsorship arrangement will entitle a Sponsor to influence any academic or business decision of TVDSB.
 - 5.1.10 The payment of finders' fees or commissions in connection with a Sponsor's Contribution is not permitted.

5.1.11 In no circumstances, will TVDSB's or a school's web-site be permitted to contain a link to a Sponsor's web-site.

5.1.12 TVDSB shall not accept a Contribution from any Sponsor if, to the knowledge of TVDSB, any aspect of the proposed Sponsor's undertakings involve child labour.

5.2 A Sponsor may not use TVDSB's name, the name of any of its schools or any of their respective logos without the express written permission of TVDSB, which may be denied by TVDSB, at its discretion.

5.3 If after TVDSB accepts a Contribution, TVDSB determines, acting reasonably, that the reputation of a Sponsor, its shareholders, directors, senior officers, products or services, has the potential to adversely impact TVDSB's standing and reputation in the community, or otherwise conflicts with the mission and values of TVDSB, TVDSB may terminate its arrangements with the Sponsor, remove any recognitions of the Sponsor from TVDSB property (including, any of its web-sites) and otherwise cease to recognize the Sponsor's Contribution, and in such circumstances, TVDSB shall have no obligation to refund the Sponsor's Contribution.

6.0 GENERAL REQUIREMENTS AND SCOPE OF REVIEW

6.1 As contemplated in Appendices A and B hereto, all sponsorship arrangements are required to be subject to a written agreement between TVDSB and the Sponsor. Such agreement shall address, as applicable, the following:

6.1.1 The precise nature of the Contribution.

6.1.2 The sponsorship arrangement shall be for a specified period of time.

6.1.3 At the end of any sponsorship arrangement, the Sponsor shall be responsible for the cost, if any, of the removal of any logos or other Sponsor recognition permitted to be placed on TVDSB property.

6.1.4 The restoration of applicable TVDSB property to the original state if disturbed in any way as a result of the Sponsor recognition.

6.1.5 TVDSB shall not be required to incur any costs in connection with the placement or upkeep of any Sponsor's recognition.

6.1.6 The specifics of the Sponsor's recognition.

6.1.7 The Sponsor shall not be entitled, by virtue of any Contribution, to influence any TVDSB decisions; the parties are to be and remain independent; and, the Sponsor has no authority to bind TVDSB in any regard.

6.2 Any Contribution of goods or services as a "gift in kind" shall comply with all applicable regulatory requirements and standards.

- 6.3 If a Contribution involves a “gift in kind” of services:
- 6.3.1 The Sponsor contributing services shall be responsible for demonstrating that it holds all necessary accreditations for purposes of providing those services.
 - 6.3.2 TVDSB personnel responsible for reviewing the Proposal will: undertake a risk analysis of all aspects of the proposed arrangement and work with Ontario School Boards’ Insurance Exchange (OSBIE) to determine appropriate insurance coverages for both parties; and, determine what indemnification provisions are appropriate in the circumstances.
 - 6.3.3 The Sponsor must hold and provide evidence to TVDSB that the Sponsor holds such insurance coverage as TVDSB may in its discretion require.
 - 6.3.4 TVDSB personnel reviewing the Proposal will be required to confirm: that student safety will not be compromised; and, whether Regulation 521/01 – Collection of Personal Information applies. To the extent the Regulation 521/01 does apply, it will be addressed in the agreement between TVDSB and the Sponsor.
 - 6.3.5 Consideration needs to be given to the need for parental consents.
 - 6.3.6 Consideration needs to be given to any impact the proposed arrangements might have on TVDSB’s collective agreements.
- 6.4 To the extent that a Contribution involves a contribution of goods, TVDSB personnel reviewing the related Proposal should review Appendix D hereto and consider whether and how any of the items listed therein should be addressed.
- 6.5 If a “gift in kind” Contribution involves the contribution of goods or services on a permanent or ongoing basis, TVDSB’s Purchasing Services should review and comment on the proposed arrangement from the perspective of the Broader Public Sector Procurement Directive and TVDSB’s purchasing policies.
- 6.6 All sponsorship arrangements shall be recorded in a central registry to be maintained by Director Services, which registry shall include a copy of the related sponsorship agreement.
- 6.7 The size, placement and nature of logos on athletic uniforms shall be in accordance with the Ontario Federation of Student Athletic Association Uniform Sponsorship Policy (By-law 6, Section 2(h)), a copy of which is attached hereto as Appendix F. In circumstances when such policy does not apply, TVDSB shall have discretion to decide the size, placement and nature of same.
- 6.8 Sponsor recognitions must not detract from the appearance or environment of any TVDSB property.

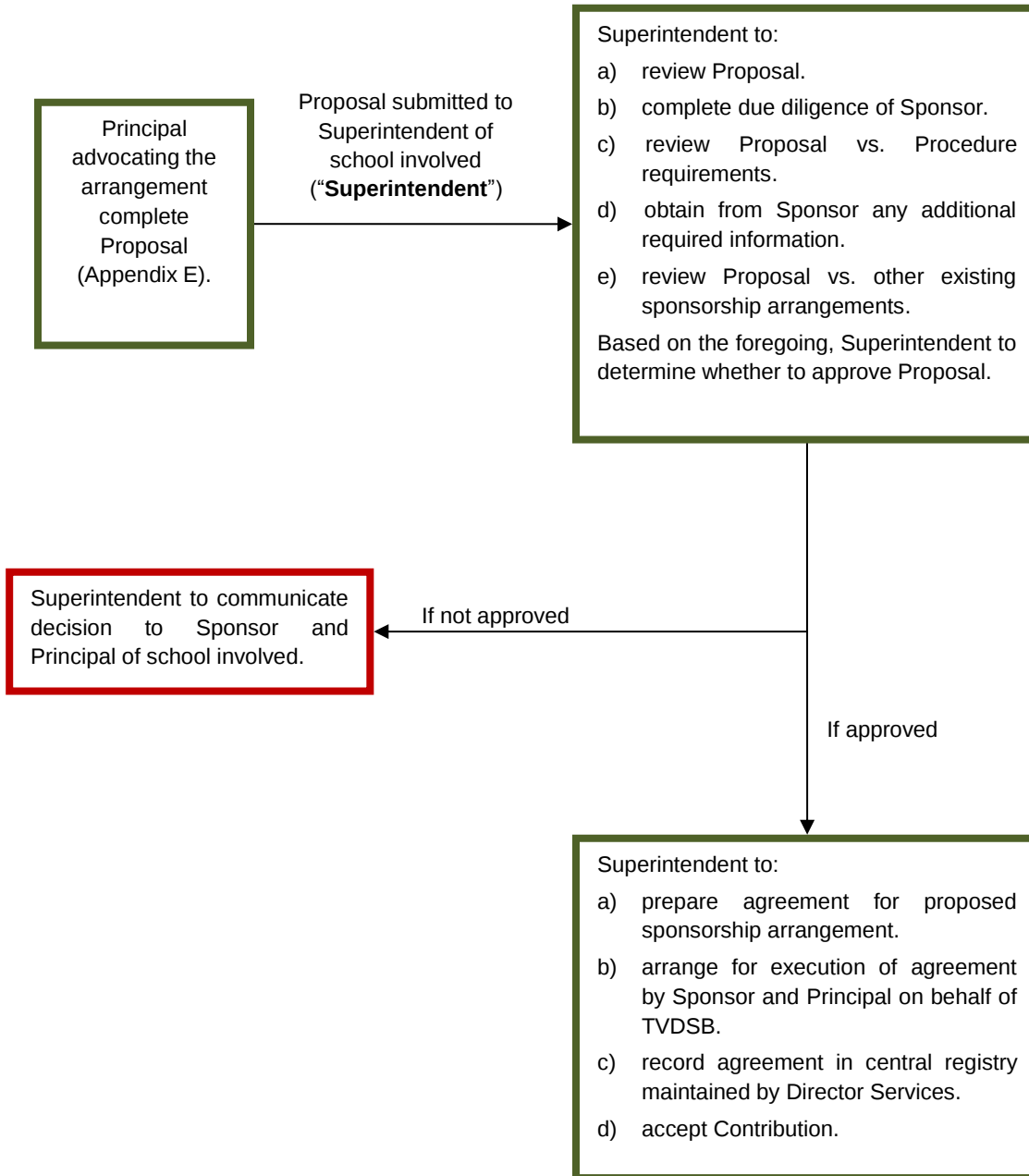
7.0 NO CHARITABLE RECEIPTS

- 7.1 Contributions to TVDSB made pursuant to a sponsorship arrangement will not be eligible for charitable income tax receipts.

- 8.0 **CONFLICTS**

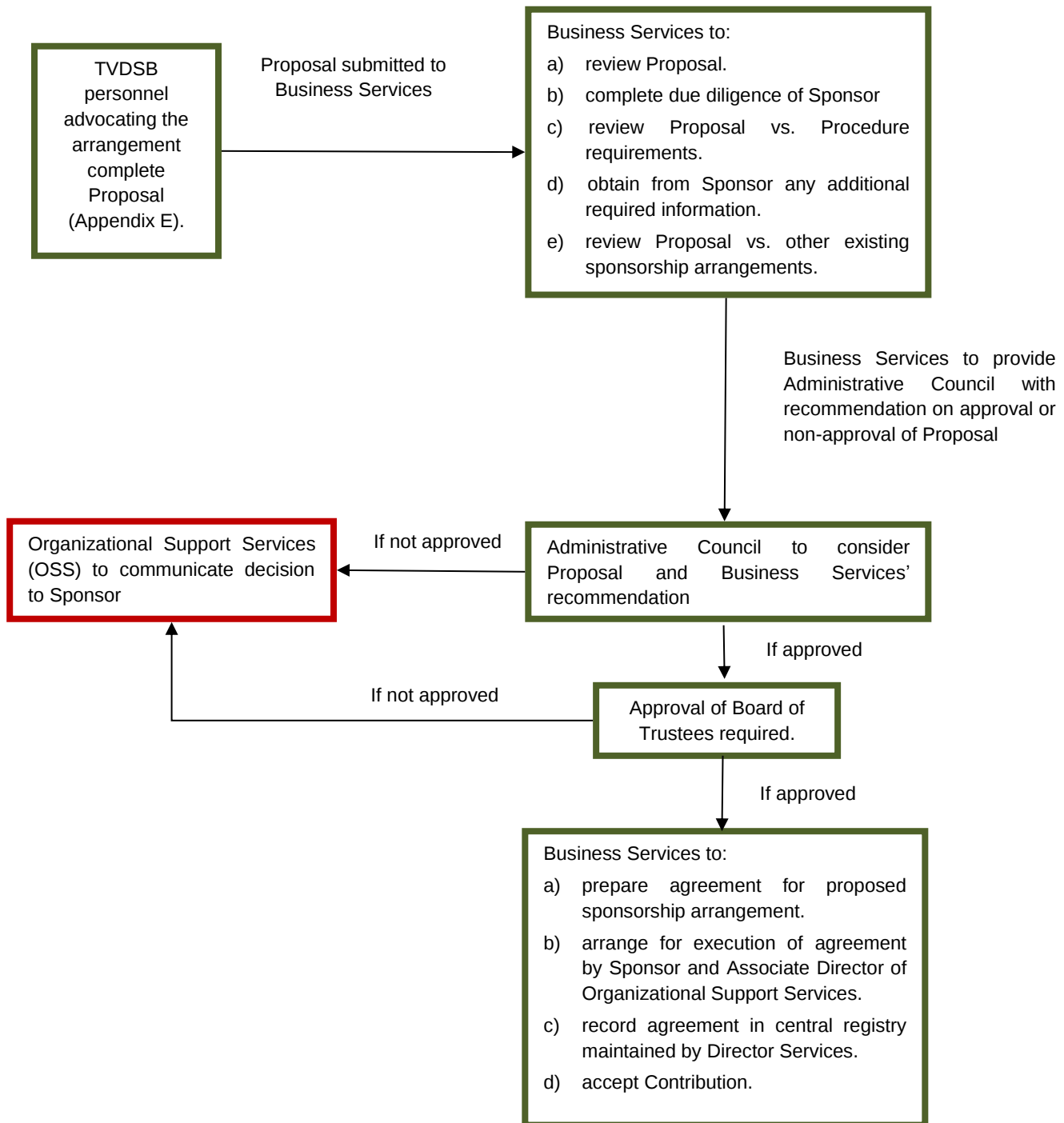
- 8.1 Board personnel shall not use their influence or position for personal gain in connection with the advancement of any sponsorship arrangement.

**APPENDIX A
TO
THAMES VALLEY DISTRICT SCHOOL BOARD SPONSORSHIP PROCEDURE
FOR SPONSORSHIPS INVOLVING A SINGLE SCHOOL
AND NOT INVOLVING ANY NAMING RIGHTS**



**APPENDIX B
TO
THAMES VALLEY DISTRICT SCHOOL BOARD SPONSORSHIP PROCEDURE

SPONSORSHIPS INVOLVING MORE THAN ONE (1) SCHOOL
OR NAMING RIGHTS**



APPENDIX C

FUNDS MANAGEMENT REQUIREMENTS

1.0 FUNDS MANAGEMENT REQUIREMENTS

TVDSB personnel involved in cash and funds handling activities are expected to follow the following requirements:

- 1.1 Ensure full, complete and accurate information is recorded in respect of all funds received by them, and otherwise comply with such record-keeping requirements as may be required by TVDSB's Organizational Support Services, from time to time.
- 1.2 All cash collected or received shall be counted, verified and recorded immediately.
- 1.3 Establish secure environments for the receipt and handling of currency and cheques.
- 1.4 All such currency/cheques shall be deposited, on a weekly basis at a minimum.

APPENDIX D

CONSIDERATIONS FOR SPONSORSHIPS INVOLVING THE CONTRIBUTION OF ‘GIFTS IN KIND’ OF GOODS

In considering a proposed Contribution of any goods by a Sponsor it will be necessary to:

1. Have the applicable departments (e.g. Information Technology Services, Facility Services and Learning Support Services) review and report on the proposed Contribution, including, on compatibility issues.
2. Have applicable departments comment on typical lifespan of the goods and the costs of maintenance of same.
3. Consider how any goods are to be dealt with once TVDSB no longer sees a purpose for same. Generally speaking, TVDSB should have discretion to deal with any goods in such manner as it sees fit.
4. Consider who will be responsible for overseeing the maintenance and updating of any goods, as well as any associated costs.
5. Consider and address operational and service standards.
6. TVDSB is to have control over all aspects of its facilities, including, the design, construction, alteration, repair and maintenance of its facilities. Accordingly, TVDSB's Facilities Services Department and, if applicable, TVDSB's Information Technology Services, should comment on and ultimately control any installations of any goods. It will be necessary to ensure adherence to all applicable TVDSB operating guidelines and procedures, including, TVDSB's Designated Substances Handling Procedure.
7. Consider access and usage issues.
8. Consider warranty issues.

APPENDIX E

THAMES VALLEY DISTRICT SCHOOL BOARD SPONSORSHIP PROPOSAL

- 1) Full legal name of proposed
Sponsor:

- 2) Principal address of and contact person for proposed Sponsor:

- 3) Nature of proposed Sponsor's undertakings:

- 4) Specifics of proposed financial contribution or gift in kind by Sponsor?

- 5) Set out specifics of proposed recognition (including term):

- 6) Attach copy of any graphics involved in proposed recognition.

APPENDIX F

ONTARIO FEDERATION OF STUDENT ATHLETIC ASSOCIATION UNIFORM SPONSORSHIP POLICY



OFSAA UNIFORM SPONSORSHIP POLICY BY-LAW 6, SECTION 2(h)

All competitors are expected to dress for Federation Championships in uniforms that are neat, clean, conform to uniform requirements outlined in the Standing Rules (Playing Regulations), and which maintain the integrity of the school's/Association's name, colours and logos. No sport club insignia on uniforms shall be permitted. A sport club is defined as a community, provincially or nationally based organization whose primary purpose is participation in organized competition in single or multi sport programs.

A uniform is defined as a top, a bottom, warm-up T-shirt and a track suit.

(a) Commercial Sponsorship Criteria

Commercial sponsorship may be recognized on athletes' uniforms at Federation Championships/events provided the following criteria is met:

- (i) the product and/or service provided by the sponsor must be commensurate with the philosophical practices and policies of the Federation, the school, the Association and the local Board of Education;
- (ii) only the same singular sponsor may be recognized on a team's set of uniforms;
- (iii) the manufacturer of the uniform may be recognized as the sponsor. If the manufacturer is not the sponsor, then the manufacturer's logo must be displayed very discreetly (i.e. smaller than 64 sq.cm. and not longer than 10cm.)
- (iv) this criteria must be met both on and in the immediate vicinity of the competitive area.

(b) Commercial Sponsorship Placement Guidelines

(i) Singlets/Vests/Jerseys

Where uniform tops have sleeves, recognition of the sponsor must appear on one of either the left or right sleeve. The maximum area to be covered by the advertising on the sleeve is 64 sq.cm. (maximum length 10 cm.).

Uniform tops without sleeves may display sponsorship on the left or right breast of the uniform top. The maximum area to be covered by the advertising on the uniform top without a sleeve is 24 sq.cm. (maximum length 8 cm.).

(ii) Shorts/Bottoms

One piece of advertising, similar in nature to that permitted on the top of the uniform, will be permitted on the left or right thigh. The maximum area to be covered by the advertising on the shorts/bottoms is 64 sq.cm. (maximum length 10 cm.).

(iii) Warm-Up T-Shirts/Track Suits

The permitted advertising on warm-up T-shirts and track suits will conform to the criteria for uniform tops and bottoms.

Schools may choose whether to recognize sponsors on the sleeve or breast area of the uniform top. If the manufacturer's logo is discrete (i.e. smaller than 64 sq.cm. and not longer than 10 cm.), then the sponsor's name may be displayed on the warm-up T-shirt and/or track suit.

(c) Failure to abide by all aspects of this Section may result in disqualification from the Federation Championship.

(français au verso)

LA POLITIQUE DE LA FÉDÉRATION POUR LES SPONSORS DES UNIFORMES

Règlement 6, section 2(h)

Il est attendu des concurrents qu'ils soient habillés pour les championnats de la Fédération en uniformes nets, propres et conformes aux exigences vestimentaires définies dans les règles fixes (les règlements du jeu), et qui maintient l'intégrité des noms, couleurs et logos de l'Association de l'école. Aucune insigne d'un club sportif sur les uniformes ne sera permise. Un club sportif est défini comme étant une organisation dont la base est provinciale ou nationale et dont l'objet premier est la participation dans des compétitions organisées en un ou plusieurs programmes sportifs.

Un uniforme est défini comme étant un haut, un bas, un t-shirt d'entraînement et un survêtement.

(a) Critères publicitaires

La publicité commerciale peut-être reconnue sur les uniformes des athlètes pour des championnats/événements de la Fédération à condition que les critères suivants soient respectés.

- (i) le produit et/ou le service fourni par le sponsor doit être en accord avec les pratiques philosophiques et les principes de la Fédération, l'école, l'Association et le Conseil de l'éducation local.
- (ii) seulement, un seul et même commanditaire peut-être reconnu sur l'ensemble des uniformes de l'équipe.
- (iii) le fabricant de l'uniforme peut-être reconnu comme étant le sponsor. Si le fabricant n'est pas le sponsor, alors le logo du fabricant doit être exposé très discrètement (plus petit que 64 cm carrés et pas plus long que 10 cm).
- (iv) ces critères doivent être respectés à la fois à l'intérieur et sur les environs immédiats de l'endroit où se déroule la compétition.

(b) Directives pour l'emplacement publicitaire

(i) Maillots/Vestes

Quand les hauts des uniformes ont des manches, la reconnaissance du sponsor peut apparaître sur une des manches - droite ou gauche. L'espace maximum couvert par la publicité sur la manche est de 64 cm carrés (longueur maximum 10 cm).

Les hauts des uniformes sans manche peuvent exposer la reconnaissance à hauteur de poitrine sur le côté gauche ou droit du haut de l'uniforme. L'espace maximum couvert par la publicité sur le haut de l'uniforme sans manche est de 24 cm carrés (longueur maximum 8 cm).

(ii) Shorts/Bas

Une partie de la publicité, similaire en nature à celle permise sur le haut de l'uniforme, sera permise sur la jambe gauche ou droite. L'espace maximum couvert par la publicité sur les shorts/bas est 64 cm carrés (longueur maximum 10 cm).

(iii) T-shirts d'entraînement/survêtements

La publicité permise sur les T-shirts d'entraînement et les survêtements sera conforme aux critères pour les hauts et bas des uniformes.

Les écoles peuvent choisir s'ils veulent reconnaître leur sponsor sur la manche ou sur l'endroit de la poitrine du haut de l'uniforme.

Si le logo du fabricant est discret (plus petit que 64 cm carrés et pas plus long que 10 cm) alors le nom du sponsor peut-être exposé sur le T-shirt et/ou sur le survêtement.

- (c) Le manquement aux règlements de cette section peut entraîner une disqualification pour le championnat de la Fédération.

(English on reverse)