

1. Purpose

The Catholic District School Board of Eastern Ontario recognizes that corporate sponsorship and advertising are a visible and active presence in all aspects of public and community life and in some cases has existed in schools for many years. It believes the schools under its jurisdiction should have an opportunity to use these corporate activities as means of gaining additional resources, and services, but it also believes that guidelines must be in place to define standards and appropriate procedures.

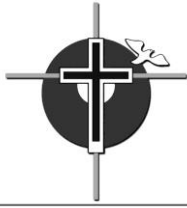
2. Definitions

- a) **Sponsorship:** an agreement between the Board, a school and a company or community based organization, through which the sponsor provides financial or resource support in exchange for advertising opportunities within the school or Board.
- b) **Donation:** a voluntary gift made by an individual or group for philanthropic reasons which may be in the form of cash, goods or services.

3. Procedure

a) Guidelines for Corporate Sponsorship

- i. All forms of corporate advertising and sponsorship must comply with federal and provincial government legislative requirements and the Mission Statement, Vision statement, goals, educational programs and policies of the Board.
- ii. The Board shall support contributions or donations from corporate 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.”
- iii. Careful consideration must be given to the impact of advertising on different age groups and grade levels and any partnerships must be mutually beneficial for both involved parties.
- iv. All resources provided through corporate sponsorship must be evaluated for bias, according to the same standards used in the selection of all curriculum resources, before they may be used in a school.



ADMINISTRATIVE PROCEDURE

- v. Partnership agreements with specific sponsors must be limited in time, with an opportunity for renewal.
- vi. Corporate advertising must not exploit or take unreasonable advantage of students as a captive market, through requiring them to observe, listen to, or read advertisements or to participate in some form of advertising. For example, advertising in the classroom during regular formal instruction or on computers as a screen saver would be taking unreasonable advantage of students as a captive market. Any requests for permanent signature must be in compliance with administrative procedure B16:1 School Fundraising, section 5.10.2
- vii. Local businesses or regional branches of corporations that have been found guilty of unethical or illegal practices will be denied approval for advertising and sponsorship in schools.
- viii. No corporation will gain sole access to advertising or sponsorship in a school or schools.

b) Approval of Corporate Sponsors

- i. Approval of corporate sponsors must follow the process outlined under section 5.10.1 of administrative procedure B16:1 School fundraising.

c) Receipts for Income Tax Purposes:

Requests for official charitable receipts/sponsorship letters will be provided based on level of donation and any advertising provided (i.e. permanent signage).