

# Toronto District School Board

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Policy P.006 BUS

Title: **ADVERTISING**  
 Adopted: June 12, 2002  
 Revised: **March 6, 2003** (Replaces E.012: Advertising)  
 Review: February 2005

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## 1.0 OBJECTIVE

To identify parameters and acceptable best practices for advertising in schools

## 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 POLICY

- 3.1. All forms of advertising will comply with the Board policies: P.002 DIR: Mission and Values and P.041 SCS: Distribution and Display of Materials for Students and Parents From External Groups.
- 3.2. Advertising initiatives with system-wide implication or that involve more than one school will be reviewed centrally, including contracts.
- 3.3. Without central approval, the use of the Board logo is prohibited in conjunction with commercial logos.
- 3.4. Acknowledgements of a permanent nature are acceptable as long as commercial logos are not employed.
- 3.5. External company logos may be used if they are of a temporary nature for a time specific for an event.
- 3.6. Sponsorship logo recognition for athletic and extra-curricular group items and clothing shall be permitted.
- 3.7. 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,

and in circumstances not covered by OFSAA's policy, the school principal shall decide.

- 3.8. The Board may advertise its own centrally approved products and services throughout the system.

#### **4.0 SPECIFIC DIRECTIVE**

- 4.1. The Director is authorized to issue operational procedures to implement this policy.
- 4.2. The Director will develop a protocol and appeal process for staff to use to review and select commercial material from advertisers that is suggested for use as curriculum enhancement purposes or for use in the classroom for implementation in October 2002 and no new materials of this nature will be distributed in the meanwhile.
- 4.3. School councils, in consultation with the school principals, may further narrow the policy for application to the individual school.

#### **5.0 REFERENCE DOCUMENTS**

Operational Procedure PR.507 BUS: Advertising

Board Policy P.002 DIR: Mission and Values

Board Policy P.041 SCS: Distribution and Display of Materials for Students and Parents From External Groups