



**REGULATION: COMMERCIAL ADVERTISING IN SCHOOLS**

REFERENCE NO: R-AD-02

**1. Definitions**

Advertising in schools may involve visual/audio presentations, donations with acknowledgements, sponsorships, or partnerships.

- a. Visual/audio presentations involve a contractual agreement between a school or the Board and a company or community-based organization to display a message in exchange for a fee and with specific conditions described in writing.
- b. A sponsorship is a contractual agreement between a school or the Board and a company or community-based organization designed to benefit both parties.
- c. A partnership is the overall term used to describe all joint ventures between schools or the Board and community-based organizations, business, government, or other educational institutions. A partnership is a relationship involving ongoing initiatives for mutual benefit. It may be formal or informal, monetary or non-monetary in nature.

**2. Approval of Advertising**

- a. The Principal is responsible for, and must approve all solicitation and requests for advertising in his/her school.
- b. The Director's Council must approve Board-wide advertising agreements.
- c. The Board must approve exclusive agreements, i.e. exclusive rights throughout the Board to a company, excluding its competition.
- d. The Principal shall request input from the School Council and the Student Council on what advertising is suitable for his/her school.
- e. The Principal shall consult with the Superintendent on what advertising is suitable for his/her school.

**3. General Principles**

- a. Products or services being advertised should promote healthy practices or useful services to students that reflect the Ministry of Education's policy regarding healthy nutrition.
- b. Advertising that is displayed in schools must be within the bounds of accepted good taste, suitable and is consistent with the values of our education system.
- c. Schools should not accept advertising that is clearly in the nature of political propaganda or that violates the attitudes which are recognized as ideals in our school system.

- d. Requests for contributions by school personnel shall be monitored by the Principal to ensure goodwill is maintained with the school community.
- e. Where there is overlap in requests from several schools to one organization or company, the Principals shall work collaboratively to ensure goodwill in the community; involvement of the Public Relations Officer may be helpful.
- f. Where feasible the Board will endeavour to arrange agreements with local, provincial or national companies or organizations. The Board will then endeavour to achieve a fair distribution of goods, services or funds.

#### **4. Advertising or Sponsorship Agreements**

- a. The following information shall be collected in order to determine a sponsor's or advertiser's eligibility:
  - i. the school or Board staff shall clearly determine the sponsor's or advertiser's expectations of the school and/or the Board;
  - ii. the nature of the product or service being offered by the sponsor or advertiser;
  - iii. information about the sponsor's or advertiser's history, ownership and reputation;
  - iv. the program, event, or location around which the sponsor or advertiser wishes to create an agreement;
  - v. the representatives of the firm with whom the Board staff will work, including any outside advertising or communications agency.
- b. The following details shall be outlined prior to establishing a contractual agreement:
  - i. the length of the agreement;
  - ii. the specific commitment of the parties, e.g. fees to be paid by the advertiser, products to be supplied by the sponsor, location of the advertising, etc.;
  - iii. the nature of the rights of the advertiser or sponsor
  - iv. the nature of the rights of the school and the Board.
- c. The conditions and terms of an advertising program or sponsorship shall be embodied in a written agreement.
- d. The Board reserves the right to terminate an existing advertising agreement or sponsorship should any of the following occur:
  - i. an advertiser or sponsor becomes ineligible under any of the terms outlined in the agreement;
  - ii. the advertiser or sponsor uses the name of the Greater Essex County District School Board outside the parameters of the agreement or sponsorship association;
  - iii. the advertiser or sponsor develops a public image incompatible with the Board's mission, values, policies or curricular goals;
  - iv. there is mutual agreement to terminate.
- e. Joint Ventures / Partnerships for capital projects must follow Policy and Regulation BA-04.

**5. Ownership/Responsibility**

- a. Items received or purchased by schools shall be retained at the receiving school under the ownership of the Board.
- b. The Board shall retain the discretion to remove, repair, or modify any item as required.
- c. Principals shall keep a record of donations received by the school from individuals or organizations with a copy sent to the Business Office.

**6. Corporate Sponsorships or Uniforms**

- a. Non-sporting Uniforms and Sporting Uniforms

The provision of the OFSAA Uniform Sponsorship Policy, By-law 6, Section 2(h) shall apply.