

Date of Issue	August 2021
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Subject	ADVERTISING IN SCHOOLS AND IN SCHOOL NEWSLETTERS
References	Policy 2230 – General Purchasing APM A2500 – Purchasing Procedures APM A2610 – Donations to Schools Simcoe County District School Board's Strategic Priorities
Links	Ontario Regulation 298 – Operation of Schools Ontario Federation of School Athletic Associations' (OFSAA)
Contact	School Services

1. Purpose

- 1.1 The Simcoe County District School Board (SCDSB), through its schools, has established many reciprocal partnerships within the community that support student achievement and well-being, and encourage the participation of students in community activities.
- 1.2 Organizations and individuals within the community may request to advertise in SCDSB school newsletters and bulletin boards. Regulation 298, Operation of Schools 24(1), states that no advertisements or announcement shall be placed in a school or on school property or distributed or announced to the pupils on school property without the consent of the board that operates the school except announcements of school activities.

2. Approval or Denial of Requests

- 2.1 Requests to advertise at a single school may be directed to the principal of that school. Principals have the authority to approve or deny these requests. Guidelines that are to be used for approval are listed in section 3 below.
- 2.2 Superintendents of education will approve or deny requests to advertise in more than one school. Requests to advertise in two or more schools should be submitted electronically by completing a "Request to Advertise in SCDSB Schools" form located on the SCDSB public website (<http://www.scdsb.on.ca>). Approvals to advertise in schools are valid for the current school year only.
- 2.3 The superintendents of education will post a list of individuals and organizations approved to advertise in schools on the "[Approved Advertising in Schools List](#)", located on the School Services department page of the staff website.

3. Approval Guidelines

- 3.1 Non-profit making, non-political, charitable, and non-sectarian groups, whose work is beneficial to the community as a whole, may be permitted to advertise.
- 3.2 Advertising requests submitted by profit based organizations will be considered if they align with the board's Strategic Priorities. Approval of these advertisements must be sought from the superintendent responsible for advertising in schools.
- 3.3 Advertisements, which would directly encourage a student to buy a product or service for profit, will not be permitted in schools or on school property. Exceptions would be school fundraising events, as outlined in the school fundraising plan.
- 3.4 Material of an offensive, slanderous, partisan or biased nature shall not be approved.
- 3.5 External company logos may be used if they are of a temporary nature, for a time specific 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' (OFSAA) School Uniform Policy, and in circumstances not covered by OFSAA's policy, the school principal shall consult with the superintendent responsible for the Advertising portfolio.
- 3.8 Advertisements and promotional materials will not promote a particular religion or set of beliefs.
- 3.9 Advertisements, promotional materials and all information distributed via students will conform to statutes, regulations, and board policies and procedures.
- 3.10 The principal will consult with the superintendent of education if it is unclear as to whether materials are appropriate for posting or distribution or not.

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