

TCDSB Operational Procedures: Determining Whether to Have a Sponsorship – The Sponsorship Process (F.F.02)

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The process can be segmented into five general phases. Each phase is designed to assure alignment with TCDSB Multi-Year Strategic Plan and foster student well-being and achievement. The TCDSB appreciates the unique characteristics of school-based fundraising, sponsorships, advertising, donations and/or partnership activities and has accounted for this in the flexibility of the process.

This approach is to be used whether contacted by and/or approaching an organization regarding school-based fundraising, sponsorships, advertising, donations and/or partnership activities.

Phase 1: Establish Goals

Articulate goals to get a clear understanding of the challenges and how the opportunity you are proposing will link to TCDSB Multi-Year Strategic Plan and foster student achievement and well-being. Categories of interest include:

- teaching and learning
- research collaboration
- institution and program-building
- applied and development work
- enhancing community connections
- faculty and staff development

Phase 2: Exploration

Identify and start a dialogue with all relevant external organizations and/or individuals and review resources before moving into a more formal evaluation process.

Phase 3: In-Depth Evaluation

Work in collaboration with appropriate TCDSB central departments (see TCDSB Central Staff Contacts) and enter into a more formal evaluation process (due diligence). Since due diligence is such a critical part of the process, serious attention is given to the topic before getting involved with any organization or individual.

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Planning is essential, as it may take some time to gather appropriate information, consult subject matter, analyze the information, etc. before consideration can be given to working or cooperating with any organization or individual.

Step 3 - Competitors

See if there are other companies that may provide the same and/or comparable opportunity.

Phase 4 –Collaboration and Building

Build a working relationship with appropriate TCDSB central departments, by agreeing on the goals, objectives and core principles that will underpin the opportunity you are thinking of doing. Also in this stage, a deal structure is established and formalized with an opportunity that will produce success. As a contingency, it is prudent in this phase to agree on an appropriate conclusion (termination) to the opportunity.

Phase 5 – Maintenance

School staff working in collaboration with external organizations and/or individuals regarding the initiative and central TCDSB departments implement the joint initiative and monitor, evaluate and review the initiative to ensure longer-term commitment and continuity. A key element in this phase is to sustain and embed the initiative by communicating with all stakeholders with the goal to ensure a growing productive relationship to maximize the chances of success.

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Other Factors to Consider

- What are the benefits of the sponsorship?
- What are the obligations upon TCDSB arising from the sponsorship?
- What are the risks associated with the sponsorship?
- Is it within the principal's power and capability to carry out those obligations?
- Will the school have the resources to carry out those obligations?
- Is legal documentation required for the sponsorship?
- Is all the information presented factually accurate?
- Are any trademarks or logos included, and if so, have all licenses, consents or permissions been obtained to use that trade mark or logo?

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Satisfaction Survey

- Did the sponsorship achieve the goals that were articulated?
- Did your overall strategic plan fit the sponsorship?
- Was it the best use of your resources?
- Did you build working relationships with appropriate TCDSB central departments? Is there room for improvement(s) in that area?
- Were the evaluation tools used to measure the impact of the sponsorship appropriate?
- What could you have done to make the sponsorship perform better?
- Would you use a sponsorship again?