

TCDSB Operational Procedures: Terms of Reference for Proposed Sponsorships

(F.F.02)

Terms of Reference for Proposed Sponsorships

The sponsor is to submit a letter outlining the proposed sponsorship and terms of reference for the proposed sponsorship:

- name and description of the organization
- description of the purpose and scope of the proposed sponsorship
- proposed term and length of the engagement
- specify territorial or media restrictions and placement issues (if any)
- logos, trademarks, markings, etc. to be used in the proposed sponsorship
- merchandising in association with the proposed sponsorship (if any)
- requirement for TCDSB to use the products and/or services of the sponsor's organization
- exclusive or non-exclusive agreement
- advertising and/or promotion plan
- TCDSB resources to be used
- direct costs to TCDSB (if any)
- proposed sponsorship fee payable to TCDSB
- requirement for a formal agreement

Since school sites are the property of and owned by TCDSB, the letter from the sponsor can be addressed to the attention of the school principal at the school's mailing address or the Partnership Development Department 80 Sheppard Avenue East, Toronto, Ontario M2N 6E8 or email partnershipdevelopment@tcdsb.org.