

Developing APA Advertising Policy

January 2014

Purpose

- Collectively develop a policy/guidelines that represent the overall wishes of Allenby parents
- Use this policy to communicate and make decisions regarding sponsorship and advertising
 - Consistently
 - Transparently
 - Fairly

How?

1. Get everyone using the same terms
2. Ask the parents
 - What is acceptable for the benefit received to the school?
 - What is not acceptable?
 - Other ideas
3. Develop a policy based on the feedback
4. Communicate the policy to all parents

Tonight's discussion will be about 1-2

Using the same language

- **Advertising** creates public attention to a product or business, as by **paid** announcements in print (newspaper, mag or flyer), broadcast (tv or radio), electronic media (website)
- **Sponsorship** is the financial or in-kind support of an activity, used primarily to reach specified business goals. A large number of events use sponsorship support to offer more exciting programs and to help reduce costs rising costs. For the sponsor it is often about association, brand image, etc.

Using the Same Language

- **Sponsorship packages** are often put together to enhance the sponsorship opportunity.
 - Sponsorships that cost X and get Y
- **Donations** are given to a charity or organization, (i.e. gift, auction item, money, services.) with no expectation of recognition. We often do recognize with a basic thank-you in our program as simple etiquette.

Using the Same Language

- **3rd Party Business relationships** like “shop and support” whereby Allenby enters into a relationship with a local business and has a business relationship (percent of profit, flat fee for each sold, etc.)
- **Paid Suppliers/ Vendors** are businesses that supply programs to our students and are paid by the APA to do so like After 4 (Monday through Thursday).

The Friday Zodiactors is not an After 4 program.



Using the Same Language

To offset event costs and as a source of fundraising the APA uses:

- Sponsorship

- Donations

- 3rd Party Business Relationships

- Paid Suppliers/Vendors

The APA does not offer PAID advertising opportunities at this time.



Using the Same Language

The APA only controls a portion of what you see in your children's backpack or in the school.

The TDSB and the school have discretion too.

They enter into Sponsorships and Partnerships with vendors and distribute material to promote them. This is completely separate from the APA.

TDSB Policy P.041SCS talks about the distribution of material to parents from external groups.



Parent Feedback

Entering into these relationships help augment the APA fundraising efforts, offset the costs of APA events and encourage community spirit.

If we all agree that there is significant upside to our school to enter into these relationships, we can decide as a group what we are willing to give in return.

What we provide in return, is what is up to us and needs to be decided on as a parent base.



Parent Feedback

Potential “give-backs” :

1. Print Advertising

Flyers in back packs (through our kids)
Community boards in the school
Flyers School Events

2. Digital advertising

Logo in a designated sponsorship area on
allenbyparents.com

Logo/information of any kind in our weekly
newsletter

(Currently we introduce new Shop and Support
vendors through the newsletter)

- Direct email advertising to parents
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Parent Feedback

Potential “give-backs” :

3. Event Advertising

- Signage

- Distribution of material at event (table, roaming mascot?)

4. Public Relations

- Information session at an APA meeting or other event

- Information at an school assembly



Parent Feedback

Potential “give-backs” :

a. Sponsorship Levels

Should we give to more to those who give us more?

If so, how should we differentiate?

This is what we do now:

Gold

Silver

Bronze

Varies in signage recognition at event and Fun Fair package that goes home in back packs.



Parent Feedback

b. Dedicated Campaigns or Fundraisers by the APA

Should we choose and promote 1/more vendors?

If so, how is that vendor chosen?

What do we give them in return?

This is what has been done to date:

Macmillan's

Club Mom

Photography Session



Parent Feedback

Any thing not covered that has been an issue?