

Proposed APA Sponsorship Policy (March 21, 2014 draft)

The APA identified the need to establish a transparent equitable written policy regarding advertising by sponsors within the Allenby school and parent community. After consulting with and receiving the input of Allenby parents, the APA proposes that the following policy be adopted to regulate advertising by persons and businesses that provide financial and/or donations to the APA or otherwise sponsor APA events.

1. The APA does not support direct advertising by sponsors to students, such as flyers in backpacks, pamphlet distributions or sponsor participation in school assemblies.
2. It is understood by the school community that APA participation in advertising and sponsorship will not generate pressure on children, families or the school to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.
3. At school events such as Fun Fair or Big Night Out, advertising and recognition is limited to the event for which the sponsorship is made. If a flyer is sent home to advertise the Fun Fair, there may be sponsor advertising/recognition in this correspondence only. Supporting levels of sponsorship dependent on level of giving may be implemented; for instance, a larger logo, size of signage recognizing the contribution of a sponsor, the naming of a sponsor as a “gold sponsor” vs a “bronze sponsor”.
4. With regard to the Allenby SHOP and SUPPORT section of the APA website, only the SHOP and SUPPORT program can be advertised to parents, NOT specific sponsors. Sponsors are not permitted to advertise in the APA newsletter.
5. The APA After 4 program may be advertised, but those After 4 providers or sponsors may not distribute flyers nor advertise in newsletter.
6. In order to be equitable, there will be no dedicated APA campaigns that promote or endorse any particular sponsor.

NOTE TO POLICY:

This advertising policy refers to APA initiatives only and adheres to the guidelines set forth by the TDSB regarding advertising within schools by school councils. In accordance with TDSB policy, Allenby School follows their own guidelines when sending information home.