



REGULATIONS

SUBJECT: ADVERTISING ON SCHOOL BOARD PROPERTY

Definitions

1. School Board property includes the buildings, grounds, vehicles, websites and any other physical or digital property that is controlled by the Board.
2. Indirect advertising for school fundraising purposes includes partnerships with the private sector where the school stands to gain financially.
3. Advertising for other purposes includes non-profit groups, or educational groups or corporations providing educational or recreational activities after regular school hours including holidays.
4. Advertising for commercial reasons includes any advertising involving the private sector where the institution or person doing the advertising stands to gain financially.
5. Education-related activities includes any activities that are directly connected to the Ontario curriculum.
6. Instructional time refers to individual school start time and dismissal.

Regulations

1. Advertising for political, religious, or special interest groups, through posting of signs, etc. is prohibited.
2. Advertising must be in accordance with the LKDSB's [Strategic Priorities](#) and Ontario *Human Right's Code*. Education-related advertising must be in accordance with the Education Act and Ontario curriculum.

3. Advertising for strictly commercial reasons without any educational benefit to the Board or the schools must be approved by the Board of Trustees.
4. Advertising that supports classroom curriculum or extra-curricular activities (i.e. school sports teams, clubs, drama performances) will be considered to be of direct educational benefits to students. The Director of Education, or designate, may approve this type of advertising. Any advertising on school uniforms must follow the OFSAA Commercial Sponsorship Criterion and Placement Guidelines.
5. Requests for advertising for education-related activities in schools or held in the community during instructional time by individuals or corporations, or sponsored by non-profit groups, shall be referred to the Director of Education or designate.
6. The Director of Education, or designate, may approve the sharing of the information contained in the advertising for education-related activities in schools or held in the community during instructional time by individuals or corporations, or sponsored by non-profit groups.
7. Advertising related to partnerships between schools and the private sector that benefit the school (e.g. P.A.I.R.S., Yearbook, sponsored programs or activities) may be approved by the Principal in consultation with the School Council subject to the LKDSB's Policy and Regulations on Student Fund Raising and Canvassing.

Implementation Date: May 23, 2000
Revised: August 31, 2004
Reviewed: May 13, 2008. March 27, 2012
Revised: November 22, 2016, August 27, 2019, June 9, 2020,
May 24, 2022

Reference: Advertising on School Board Property [Policy](#)
LKDSB Regulations