ACADEMIC EVENT SPONSORSHIP – BEST PRACTICE GUIDELINES

The following guidelines reflect the principles that shape the Faculty’s relationship with academic event sponsors. These guidelines confirm the commitment of the University of Toronto to programs of the highest caliber, and to continue sponsorship partnerships with the private sector within a framework defined by the University’s academic mission and its fundamental values.

1. The Faculty values and will protect its integrity, autonomy and academic freedom and will not enter into sponsorships that would compromise these fundamental principles. Sponsorship and commercial interests must not influence:
   a. Identification of learning needs
   b. Development of educational and academic objectives
   c. Selection of all persons and parties that control the content of and registration for educational and academic activities
   d. Selection of educational and academic methods
   e. Evaluation of educational and academic activities

2. Events and initiatives that enhance academic programs or the academic experience may be sponsored.

3. Non-peer reviewed conferences and publicly accessible conferences may be sponsored.

4. Hospitality receptions may be sponsored.

5. Sponsors may not advise on or mandate the selection or presentation of content, including speakers at academic events.

6. Commercial displays at academic events should not be influenced by sponsors of the event.
   a. Commercial displays and materials should be in a separate room from educational activities.

7. Academic event sponsors may not directly pay for:
   a. Event speakers
   b. Speakers travel
   c. Lodging expenses
   d. Meal expenses
e. Hospitality arrangements

8. Sponsors must not mandate utilization of services or products as a condition of support and/or funding.

9. Academic events should have sponsorship from multiple sources.

10. Faculty members with research sponsorship/s from a business or organization, speaking at academic events should disclose in the event communications:

   a. The full name of the Faculty member/s
   b. The role of the Faculty member/s
   c. The name of the commercial entity with which the individual/s has the relationship
   d. The nature of the relationship between the individual/s and the commercial entity

11. Event sponsors should be recognized by logo or name only on the following platforms:

   a. Event webpage
   b. Presentation slides
   c. Hyperlinks (so long as disclaimers are in place, indicating that the University of Toronto is not responsible for the linked content)
   d. Speeches
   e. Brochures and booklets
   f. Posters