The following policies reflect the principles that shape the Faculty’s relationship with sponsors. These policies 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. In addition to this document, the Faculty will adhere to all applicable University of Toronto Sponsorship policies.

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.

2. The Faculty’s solicitation of sponsorship is informed and consistent with academic priorities established by Faculty Council and the appropriate University processes.

3. The Faculty will endeavor to establish partnerships with corporations that have established codes of conduct that uphold the values of the University.

4. The revenue generated by sponsorship will be used to advance the Faculty’s mission, academic and co-curricular priorities.

5. Because of demonstrated health risks involved, the Faculty will not secure sponsorships with companies whose principal interest is the production, marketing and sale of tobacco products, or have majority interest in the production or sales of tobacco.

6. Any sponsorships with alcoholic beverage companies (breweries, wineries, hard alcohol or “spirits” manufacturers) are subject to the following conditions:
   
   a. No lifestyle advertising should be involved.
   b. Whenever acknowledgement of an alcoholic beverage company’s support for an event occurs, it should be clear that the Faculty’s program is being featured, and the company’s name, logos and branding should not be predominant.
   c. Alcoholic beverage brand support should not make up more than a minor share (25%) of the overall commercial support of the Faculty.

7. The Faculty will not solicit or accept sponsorship promoting a substance or procedure the use of which would likely be viewed as doping by the World Anti-Doping Association or the CCES.
   
   a. Any proposals from companies promoting natural health products (NHPs) will be reviewed by the Dean of the Faculty and the Medical Director of the Sport Medicine Clinic before being considered for sponsorship of the Faculty or events associated with the Faculty.
8. All digital signage advertising will conform to the Faculty’s Sponsorship Policy.
   
a. The Director of Communications or designate must approve all artwork prior to its posting and may refuse any advertising messages deemed to be contrary to the Faculty’s mission.

b. Groups within the Faculty may request promotional space from the Communications Office for Faculty-related programming. If the activity to be promoted relates directly to the Faculty and the artwork is accepted for posting, there would be no charge.

c. On occasion, the Faculty may consider campus-wide initiatives relevant to its mandate.

d. University groups and activities not affiliated with the Faculty must purchase advertising space or in kind value at the community rate.

9. Sponsor campaign content must be appropriate for general audiences e.g. film content must be rated PG or lower.