

SPONSORSHIPS

For purposes of Board policy, “sponsorship” is defined as a person, company, business, corporation or other entity providing money, goods and/or services to support the District, its schools, school activities, etc., in return for the sponsor receiving an acknowledgement by the District or school indicating that money, services and/or goods were donated by the sponsor or the activity was sponsored by or sponsored in part by the sponsor.

“Acknowledgement” is defined as the recognition of the support provided to the district or a school by the sponsor. An example of the acknowledgement of a sponsorship is the placement of a sponsor’s logo or the sponsor’s name, address, web site, internet address on the District’s web site, a yearbook, newsletter, program of an event, etc. Acknowledgement does not include endorsement, price information or an indication of savings or value and/or quality of the sponsor’s product or services. Qualitative statements about a sponsor’s product or services may be allowed by the Board under the District’s policy on advertising.

Sponsorship requests will be reviewed on a case-by-case basis, taking into consideration the following criteria outlined in District procedures implementing the policy:

- Whether the sponsorship would be a conflict with the District and Board policies.
- Whether the sponsorship would adversely affect the District’s reputation or image.
- Whether the sponsorship promotes the engagement of illegal activity.
- Whether the sponsorship is contrary to the ethical principles and beliefs of the District or the Board.
- Whether the sponsorship creates an endorsement of a politician cause, political activity, candidate for a political office or political position, etc.
- Whether the sponsorship would appear to exploit or demean a person based upon, among other things, the person’s protected status.
- Whether the sponsorship promotes the use of tobacco products, gambling or alcohol.
- The benefit the sponsorship will provide to the District or an individual school, school program, school activity, students, employees or the community, etc.
- Whether accepting the sponsorship will be in conflict with the mission of the District or the District’s curriculum and/or instructional program.
- Whether accepting the sponsorship is consistent and comparable with District and Board priorities and educational objectives.
- The effect the acceptance of the sponsorship will have on the District, an individual school, students, employees and the community.
- The fiscal condition of the District and any financial limitations of the District.

School Sponsorships

To request a sponsorship in which an acknowledgement is given by a school for the school, a school event, school program, program for a school event, school calendars, school schedules, yearbook, student newspaper or school newspaper in exchange for money, goods or services, the sponsor is expected to contact the Principal of the school or his/her designee to make arrangements for the sponsorship. Provided the sponsorship meets the above criteria, the Principal may determine, without Board approval, whether or not to allow the sponsorship. There is no minimum amount of money, goods or services that are required for a sponsorship under this provision.

District Sponsorships

To request a sponsorship in which an acknowledgement is given by the District in exchange for the provision of money, goods and/or services, a prospective sponsor is expected to notify the District Administrator or his/her designee of its interest in being a sponsor by indicating:

1. the nature of the goods, services and/or the amount of money to be provided to the District that is valued at no less than \$500, and,
2. how the sponsor would like the acknowledgement to be made. The acknowledgement choices include, but are not limited to, making an announcement at a District event, the placement of a sponsor's logo, and/or name, address, web site, internet address in a District program of a District event, in a District publication, on the District's web site, in a District news release, etc., and notwithstanding other Board policies, the right to name a District building, facility or area within a school or school campus.

Sponsorship pursuant to this section of the policy requires a minimum contribution of at least \$500, or goods and/or services with a value equal or greater than \$500.

The District Administrator or his/her designee is expected to review all sponsorship requests for acknowledgement by the District. If the District Administrator or his/her designee determines that the sponsorship should be approved by the Board, the District Administrator or his/her designee shall recommend that the Board approves the sponsorship. If the Board approves the sponsorship, the District shall enter into a written agreement with the sponsor which shall require, among other things that the goods, services or money are given to the District prior to the District making the acknowledgement.

APPROVED: November 20, 2006