# 913.1 PARTNERSHIPS/SPONSORSHIPS

<table>
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<tr>
<th>Section</th>
<th>Section: COMMUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>PARTNERSHIPS/SPONSORSHIPS</td>
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<td>Adopted</td>
<td>May 23, 2005</td>
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<td>Revised</td>
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## 1. Purpose

The Board of School Directors recognizes that public schools provide a potential market for activities. The Board also recognizes that it may be in the best interest of the school district to enter into a relationship with a business, corporation and/or agency in order to support educational programming, in-school events, in-school activities, facility enhancements, and extracurricular programs, clothing, equipment and/or activities.

All public-private sector partnerships shall be in the best interest of students. It is important for the district to protect students and parents from exploitation and ensure that partnerships/sponsorships do not interfere with the educational program.

## 2. Authority

It will be the policy of the district that all partnerships/sponsorships will require Board approval of a contract with terms acceptable to the Board of Directors.

## 3. Definitions

**Advertisement** - Any payment of money or other economic benefit to a school or to the district that requires visual, audio, or video placement of a name, slogan, or product message on a school district property or publication. The term advertisement does not include traditional fundraising activities such as jump-a-thons, magazine sales, or food sales; nor does it apply to outright gifts to which no quid-pro-quo is attached. Advertisements should be tasteful and not minimize or take away from the district’s role or responsibility for the activity or service. Allowable advertisements are defined as follows:

1. Paid advertisements in student publications or other district publications.
2. A pro-school advertisement for an organization approved by the Board of School Directors.
3. The display of product names on vending machines that have been placed in the school for the use of student, staff, and the public at secondary schools and other district facilities.
4. Paid advertisements/signs on athletic fields that meet the municipality’s sign code.

5. Business, corporation and/or agency name on a school building or part thereof, auditorium, gymnasium, media center, multi-purpose room, fitness center, science laboratory, technology laboratory, technology education laboratory, and/or other designated areas of property owned by the school district.

**Commercial Activities** - The sale and/or distribution of products and/or services.

**Contract(s)** - Any payment of a premium or provision of some economic benefit to a school or to the district.

**Partnerships** - Joint ventures with the school district for the purpose of fiscal support of or economic benefit to a school and/or to the district in exchange for recognition. Allowable partnerships are defined as follows:

1. Educational material, programs, uniforms, equipment and/or activities.

2. Extracurricular programs, uniforms, equipment and/or activities.

3. Facility enhancements, educational and other areas and/or property

**Purchase of Goods and Services** - Purchase of services or goods by the district for a product or service required by the district.

**Sponsorship** - Any payment of money or other economic benefit to a school or to the district in exchange for recognition. Allowable sponsorships are defined as follows:

1. Educational materials, programs, uniforms, equipment and/or activities.

2. Extracurricular programs, uniforms, equipment and/or activities.

3. Facility enhancements, educational and other areas and/or property.

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4. Delegation of Responsibility

The Superintendent and/or his/her designee shall establish procedures for establishing partnerships and sponsorships within the district, subject to the Board of School Directors’ approval. The Superintendent and/or his/her designee shall also designate the recipient of the partnership and/or sponsorship, subject to the Board of School Directors’ approval. All partnerships and/or sponsorships will be reviewed and recommended by the Board Community Relations Committee.
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<th>5. Guidelines</th>
<th>Sponsor(s)</th>
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<td>The Board of School Directors encourages sponsors to help support district programs and services. A sponsor may be acknowledged in school district publications. The acknowledgement should be tasteful and not minimize or take away from the district’s role or responsibility for the activity or service.</td>
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**Contract(s)**

The Board of School Directors shall consider the approval of a contract if it will result in substantial benefit to the district, its schools and their respective students, and is not inconsistent with the district’s mission, policies, and goals. The Board’s consideration of such benefit may include but is not limited to the impact on students, as well as the amount of funds that will be generated, how the funds will be used, and what alternative sources of funding are available.

All partnerships and sponsorships shall be formalized in a written contract with terms and duration which are acceptable to and approved by the Board of Directors. All such contracts must be issued in conformance with purchasing procedures established by law and the Board of School Directors’ policy.

Contract(s) shall not include provisions that would allow marketing activities, including advertising, to take place in district classrooms. Designated areas will only be available at the approval of the Board.

Prior to approving a contract, the Board of School Directors shall, at a public meeting, determine whether the substantial benefit of the contract justifies the required advertising, sale of products, or other contract provision.

**Purchase of Goods and Services**

From time to time the district may contract for goods and services, particularly in its food service program, where the display of product names is necessary. Such arrangements shall be issued in conformance with purchasing procedures established by law and School Board policy, and be necessary to the economical use of the good or service, and shall not include provisions that would allow marketing activities, including advertising, to take place in district facilities other than where the product is being utilized.
Prohibited Commercial Activities

The above policy notwithstanding, no commercial activity as defined or allowed by this policy shall be associated with tobacco, alcohol, illegal drugs or weapons; contain vulgar and plainly offensive, obscene, or sexually explicit language; advocate the violation of law or district policy; advance any religious or political organization; advance any philosophy inconsistent with the health, safety and welfare of children; advance any program and/or activity in violation of the national, state and local standards and/or the district’s curriculum and/or standards of conduct which shall include advocating positions that may create controversy in the public or the school based on the philosophy therein; promote, favor, or oppose a candidate for elected office or a ballot measure; be associated with any company or individual whose actions are inconsistent with the district’s mission and goals or community values; or otherwise be in violation of law.

Other Guidelines

Pol. 235

The district shall provide no personally identifiable data about a student to the sponsor of a commercial activity. Students shall not be required to complete any survey or questionnaire that is designed to provide marketing information to a vendor or business about their interests and preferences for a particular vendor, business, or product.

Any commercial activity allowed by this policy shall be respectful of all people without regard to their disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics, or linguistic characteristics.