

6162 CORPORATE SPONSORSHIPS

The Board of Education recognizes and appreciates the financial support received from Federal and State funding sources and from local taxpayers. The Board desires to expand revenue sources for the financial needs of the school district and encourages financial support to the school district from non-school sponsored organizations. A “corporate sponsor”, for the purposes of this Policy, is a non-school sponsored person and/or organization that offers to provide support to the school district through financial or material means in exchange for recognition and/or acknowledgement.

The Board believes school-community relationships based on sound principles and community input can contribute to maintaining and improving high quality education programs and facilities. Corporate sponsorship activities that are consistent with the goals and objectives of the school district may be evaluated and recommended to the Board of Education for implementation within the district by the Superintendent. This Policy shall be administered to protect the school district’s name, pupils, and/or staff against exploitation.

The School Board recognizes that private corporate sponsorship of programs and activities provides valuable enhancement of the education and other programs offered by the district. For that reason, the School Board may enter into commercial, promotional, and other private sponsorship arrangements under certain conditions.

1. Inclusion of basic terms. Any agreement to enter into an educational sponsorship must be in writing and must include:
 - a. A statement of specific benefits of the sponsorship to the district or a particular school, including how the sponsorship will increase pupils’ participation in education or other programs, or how pupils will otherwise benefit from the agreement;
 - b. The duration of the agreement, and a statement that the school Board has the right to terminate the agreement without penalty if it determines in its sole discretion that the agreement is having an adverse impact on pupils’ education;
 - c. A statement clearly defining the roles, expectation, rights, and responsibilities of all parties to the agreement. This statement shall include a statement of whether the agreement permits the sponsor or partner to advertise in connection with the agreement and if so, the extent of such advertising;



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- d. A guarantee to the monetary value to be received by the school or school division pursuant to the agreement and how the benefits arising from the agreement will be distributed;
- e. A statement clearly defining whether the agreement creates any exclusive rights for the sponsor or partner and, if such rights are created, clearly defining those rights. If no exclusive rights are created, the sponsorship will not limit the discretion of the school Board or its personnel in the use of sponsored or non-sponsored materials;
- f. A statement that the district, school Board, and school must approve its identification as a cosponsor in all publicity materials and retain the exclusive right to authorize the use of its name, logo, or other similar information;
- g. A statement disclosing any relationship between the sponsor or partner, or any of its employees or major stockholders, and any pupil, school Board employee, school Board member or the Superintendent;
- h. A statement that the sponsorship will comply with all applicable Federal and State laws, local ordinances, school Board policies and regulations, and all preexisting school Board contracts;
- i. A statement that any participation by any pupil or school Board employee in any activity established pursuant to the agreement will be purely voluntary and that no sponsorship shall exploit any pupil or school Board employee;
- j. A statement that the sponsor assumes the responsibility for obtaining the consent of any pupil or school Board employee whose likeness may appear in any materials disseminated by the partner or sponsor;
- k. A statement that no sponsor shall be permitted to collect personal information, including names, addresses, or telephone numbers of pupils or school Board employees because of the sponsorship; and
- l. A statement that any curriculum materials provided pursuant to the agreement will be held to the same standards as other curriculum materials.



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2. Prohibitions. No agreement shall be entered into if the sponsorship involves or gives the appearance of involving any activity that could result in the following:
 - a. Promotion of hostility or violence;
 - b. An attack on ethnic, racial, or religious groups;
 - c. Discrimination prohibited by any law or school Board policy;
 - d. Promotion of use of drugs, alcohol, tobacco, or firearms;
 - e. Promotion of sexual, obscene, or pornographic activities;
 - f. Promotion of any image that is not in keeping with the established goals and purposes of the school Board; or
 - g. Influencing of curriculum, employment, product selection in the schools and cafeterias, or anything else to do with the business of the district.

Adopted: 03 January 2013

