

SPONSORSHIP POLICY

It is beneficial for the school and relations with the public to permit and encourage local sponsorship of both curricular and extracurricular activities. The Corporation benefits by receiving goods and services otherwise beyond budgetary capabilities and sponsors benefit by receiving recognition for support of student education and activities.

The purpose of this policy is to set forth procedures for sponsorship of student events to promote beneficial relations between the Corporation, the public and local sponsors.

This policy applies to the Corporation, all student organizations, and all student support organizations, including but not limited to, Athletic Boosters, Music Boosters, Carroll Elementary PTO and Family Resource Network.

For purpose of the Sponsorship Policy, "Sponsorship", refers to goods and/or services donated or payment made to the Corporation, student organization or student support organization, for which the Sponsor receives verbal or print acknowledgement.

The following criteria will apply to Sponsors and to the corporation, student organizations and student support organizations for sponsored events:

1. Individuals or local businesses may sponsor activities, events or purchases of goods for the benefit of the Corporation or its activities.
2. In any sponsored event or product, preference should be given to individuals and local businesses over national commercial organizations where a local business expresses interest in sponsorship.
3. Sponsorships of less than \$500 must be approved by the Building Principal. Sponsorships of \$500 or more must be approved by the Building Principal, then the Superintendent, and then the School Board. All Sponsorships requiring Board approval must be approved at least thirty (30) days prior to the event.
4. Care is to be taken to balance use of community resources.
5. Abuse or disregard of this policy may result in suspension of the activity or confiscation of the product and prohibition from further sponsored activities for the remainder of the school year or athletic season (as the case may be).

6. Sponsors are not permitted to put their name, logo and other identifying feature on donated products. No sponsor names will appear on curricular products, but the Sponsor may receive one-time recognition via non-curricular means. Sponsors who wish to donate logo products will be considered “Advertisers” and will be accommodated according to the terms of the Advertising Policy #9700.
7. Within the Corporation, student organization or student support organization, care must be taken to treat all Sponsorship beneficiaries fairly.
8. All sponsored activities, events or products must be in good taste and conform to the policies of the Corporation and standards of the Community served by the Corporation.

Cross Reference:

Policy # 5830 Student and Student Organization Fund Raising

Policy # 9700 Advertising

Policy # 7230 Gifts, Grants, and Bequests

Adopted 9/19/06