

## **Wilson Area School District Sponsorships**

- Purpose** The Board recognizes that in certain instances, and with certain limitations, it may be in the best interest of the District to enter into relationships with corporations or individuals for the provisions of goods, services, or monies (fees) for a fixed period of time and that, since school personnel, property, and time are publicly funded, selling or providing access to advertising on school property, which shall be limited to outside the classroom, involves ethical and legal issues that must be addressed.
- The aims of sponsorship are:
- To provide a mutually beneficial opportunity for residents and businesses to directly support the students or activities while offsetting taxes that would otherwise be required.
  - To acquire services and equipment that may not otherwise be attainable or affordable by budget constraints.
- Authority** The Superintendent or designee must approve all sponsorship programs and/or advertising contracts. Sponsorships that may be considered in conflict with this policy, or of a nature to cause question, will be referred to the Wilson Area Board of School Directors for review/approval. The Business Office will manage all sponsorship programs and/or advertising contracts. A list identifying corporate sponsorship and advertisers for district-wide programs will be produced and reported to the Board annually.
- Delegation of Responsibility** The goal of this policy is to encourage appropriate public-private sponsorships in order to financially enrich the School District. To meet the goal of this policy, the Board shall review all proposed contracts to ensure compliance with this policy.
- Guidelines** The Board authorizes the following guidelines for signage and banner advertisements.
- 1) Banner and signage advertisement promoting individual/corporate interests may be permitted if approved by the Wilson School Board when such promotion will generate revenue or provide some other benefit for the District. No commercial product, logo, or corporate name shall be displayed, advertised, or sold in schools without express approval by the School Board, except for the purpose of school fundraisers or events that benefit students that are approved by the building principal. This regulation does not apply to the incidental display of names or products or corporate names on

school equipment or supplies, or to food products sold in cafeterias and vending machines or at district events.

- 2) Advertising opportunities in the School District will be subject to certain restrictions in keeping with contemporary standards of good taste and will seek to model and promote positive values for our students, staff, and district. In keeping with this standard, no advertising will be allowed which:
  - a. Promotes hostilities, disorder, or violence
  - b. Attacks ethnic, racial, gender, sexual orientation and/or religious groups
  - c. Is libelous
  - d. Infringes on the rights of others
  - e. Inhibits the functioning of the school
  - f. Overrides the school's identity
  - g. Promotes, favors, or opposes the candidacy of any candidate for election, or any public questions submitted at any general, county, municipal, or school election
  - h. Promotes the use of weapons, drugs, alcohol, or tobacco products
- 3) Appropriate media and venues for advertising might include:
  - a. Signs
  - b. Banners
  - c. Any subsequently proposed inventory
- 4) Sponsorship contracts that meet all other previously stated criteria will be awarded based on application submission date and availability of advertisement venue. All payment for advertisement must be paid in full upon agreeing to contract.
- 5) Any exceptions to this policy must be voted upon by the School Board at a public School Board meeting.
- 6) The Board of School Directors reserves the absolute right to reject or cancel, at its sole discretion, any corporate sponsorship contracts, which the Board, at its sole discretion, deems violates the law or is in contradiction of the stated goals, purposes or directives contained in this policy. Reimbursement of payments would occur on a pro-rated basis. Any cost incurred by the district as a result of the advertisement will be deduct prior to reimbursement.