

Policy #N3285

CORPORATE SPONSORSHIP IN SCHOOL

Policy

The Burlington Township Board of Education in meeting its duty to provide financial support to enable the school system to carry out its functions recognizes that support can take many forms. Traditional sources of support include the contributions of school-connected and community organizations, gifts, bequests and donations. Given the limited resources available from traditional funding sources, the board recognizes revenue enhancement through corporate sponsorship as an alternative source of support.

These corporate opportunities are subject to certain restrictions in keeping with the contemporary standards of good taste. Such corporate sponsorship must be consistent with the goals and objectives of the district and individual schools. It should be structured to meet identified educational needs and will seek to model and promote positive values for students of the district through provocative educational messages.

All sponsorship contracts shall last for no longer than one year. Renewals shall not be allowed if it is determined by the Chief Administrative Officer that it will have an adverse impact on the implementation of curriculum or educational experience of students.

The revenue derived should enhance student achievement and assist in maintenance of existing District athletics and activity programs.

Appropriate opportunities for corporate sponsorship include, but are not limited to:

- advertisements in athletic programs and individual building or district-level publications;
- public address announcements at athletic events;
- banner placement and appropriate signage, including the display of corporate logos at district athletic sites;
- appropriate general public acknowledgement;
- books, supplies or educational materials and
- corporate donations.

The Chief School Administrator or his designee shall develop the appropriate corporate sponsorship packages. The Chief School Administrator shall review any proposal for corporate sponsorship packages. All corporate sponsorship packages shall be approved by the Board of Education, only upon recommendation of the Chief School Administrator that it is not inconsistent with the educational mission of the Board and the District.

The following restrictions shall be observed when seeking revenue enhancement through corporate sponsorships. An acceptable revenue enhancement activity shall not:

- Be in conflict with the educational goals of the district;
- Exploit the students, staff and administration;
- Recognize the fundraising needs of school connected and booster organizations;
- Promote hostility, disorder or violence;

- Attack ethnic, racial or religious groups;
- Discriminate, demean, harass or ridicule any person or group of persons on the basis of gender;
- Be libelous;
- Inhibit the functioning of the schools and/or the District;
- Limit the discretion of the Board or Administration in the operation of the schools and the use of sponsored materials;
- Require the participation of staff and or students in surveys or focus group as a condition of the sponsorship activity.
- Be inconsistent with any labor contracts, competitive bid requirements and all applicable federal and state laws, district policy, rules and procedures;
- Violate any privacy policies or laws;
- Provide any direct personal financial gain to district employees, students, parents, school board members or their immediate families;
- Promote, favor or oppose the candidacy of any candidate for election, adoption of any bond/budget issues or any public question submitted at any general, county, municipal or school election;
- Be obscene or pornographic, as defined by prevailing community standards throughout the District;
- Promote the use of drugs, alcohol, tobacco, firearms or certain products that create community concerns;
- Promote religious or political organization.

This policy does not preclude any fundraising, donations or gift activities that currently exist in the district.

The various school-connected organizations shall be allowed to make a proposal to the Chief School Administrator or his designee that may include some form of corporate sponsorship for possible inclusion in a corporate sponsorship package. The proposal shall reflect the mutual benefit to be derived by the program, district and/or school connected organization.

Reading and Adoption

- First Reading November 17, 2004
- Second Reading and Final Adoption December 15, 2004
- Reviewed November 29, 2006
- Reviewed June 2007