

CORPORATE SPONSORSHIPS/ADVERTISEMENTS

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/advertiser", 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 placing approved advertisements.

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/advertising activities that are consistent with the goals and objectives of the school district may be evaluated and recommended by the Superintendent to the Board of Education for implementation within the district. This Policy shall be administered to protect the school district's name, pupils, and/or staff against exploitation.

Corporate Sponsorship/Advertisement Proposals

Upon authorization from the Superintendent, the Board approved marketing agency (if applicable) shall procure corporate sponsors/advertisers in accordance with the district's Request for Proposals-Sponsorship Promotion Services. An organization sponsorship activity may include, but is not limited to, financial support to a school curricular or co-curricular activity or program, a school facility improvement and/or a school assembly program. No pupil or staff member will be required to participate in surveys and/or focus groups as a condition of a corporate sponsorship/advertisement. Posting of signs identifying the sponsor shall not be considered the district's endorsement of the product or service of a company.

The Board reserves the right to terminate the sponsorship/advertisement at any time. Therefore, all corporate sponsorship/advertisement proposals must include provisions for such termination, which may include the return of any funding, goods, and/or services provided to the district.

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The corporate sponsorship/advertisement proposal shall include the specific activity, the proposed time period/duration of the activity, the amount, and the terms of termination in the event the Board decides to terminate such corporate sponsorship/advertisement.

Approval of Corporate Sponsorship/Advertisement Activities

All corporate sponsorship/advertisement proposals will be approved by the Superintendent in accordance with the Corporate Sponsorship/Advertisement regulations.

Duration of Corporate Sponsorship/Advertisement Activities

A corporate sponsorship/advertisement shall not exceed twenty-four months in duration and will not be approved by the Board in excess of twenty-four months. In accordance with N.J.S.A. 18A:18A-42, the corporate sponsorship/advertisement agreement may contain a provision for one two-year, or two one-year renewals.

Applicable Laws

All approved corporate sponsorship/advertisement proposals shall be consistent with all district collective bargaining agreements, competitive bidding and purchasing laws, district policy and regulations, and all applicable federal and state laws, administrative codes, rules, and regulations.

Source: Regular Board Meeting

Date: January 14, 2009