

POLICY FAMILY	REVENUE	912
<p>SPONSORSHIP AND ADVERTISING</p> <p>ADOPTED 3/9/11</p>	<p><u>Context and Purpose</u> The School Department historically has benefited from income generated when outside entities, including businesses and individuals, provide funding in the form of sponsorships of programming or advertising displayed in school district publications, event programs, the high school yearbook, etc. The School Committee encourages the use of sponsorships and advertising in order to provide an alternative source of revenue to fund educational programming and/or to provide supplementary resources. The purpose of this policy is to provide guidance to the Superintendent of Schools, school administrators, and other personnel regarding what forms of sponsorships and advertising are acceptable to the School Department and to provide a framework for arranging such transactions.</p> <p><u>Definitions</u> For the purposes of this policy, the following definitions shall be used:</p> <p><i>Sponsorships</i> are considered to be agreements between the school district, a school, or a department where an outside organization provides funding or resources in exchange for recognition. Such recognition could include verbal notification of the public at meetings, events, or other opportunities; or written notification through press releases, newsletters, e-mail, and the school district website. In certain circumstances, the School Department may agree to use a sponsor’s name in connection with a particular program or physical space supported through the sponsor’s support (e.g., a laboratory, an athletic field or facility, etc.). Sponsorship involves funds provided for an activity that the School Department has determined is desirable for the system to undertake.</p> <p><i>Advertising</i> is considered to be written, graphic, or oral representations made by or on behalf of another entity which are designed to make others aware of the entity’s product, service, etc. Advertising involves funds provided for recognition not directly connected to funding an activity.</p> <p><u>Guidelines</u> The School Committee requires that sponsorships and advertising agreements be made with the best interests of the School Department in mind, relative to the district’s mission and core values. As a public entity with the central purpose of educating, the School Department should be judicious in determining the identity, scope, and content of sponsorships and advertising so as to avoid over-commercialization of the educational process. The following guidelines are to be followed by the School Department administration:</p> <ol style="list-style-type: none"> 1) School Department property and School Department communications are non-public forums. The intent of sponsorships and advertising is to provide funding revenues, not to promote public discourse or a point of view. There is no obligation on the part of the School Department to provide equal access to advertising for competitors. 2) Since policy evolves, approval of a sponsorship or ad does not constitute a precedent and does not necessarily lead to approval of similar requests in the future. 3) Approval of sponsorships or advertising does not constitute endorsement by the School Committee or the School Department of a sponsor’s or advertiser’s products, programs, or services. <p style="text-align: right;">Continued on next page</p>	

- 4) The School Committee delegates authority to the Superintendent of Schools or the Superintendent's designee to approve sponsorships or advertising, including content, communication, display, and distribution of such, as well as to negotiate sponsorship amounts and advertising rates.
- 5) All sponsorships and advertisements must not contradict the School Department's mission, values, and policies, as well as with state and federal laws, including those related to non-discrimination practices, including Massachusetts General Law Chapter 272, Section 92A.
- 6) There shall be no *quid pro quo* arrangements between sponsors/advertisers and the School Department relative to educational practices in the district. That is, educational decisions regarding the use of curriculum materials, instructional equipment, and other resources related to school programming shall be made regarding what is in the best interests of students and shall not be influenced by outside entities due to the provision of materials, services, or funding.
- 7) Administrators shall consider the impact of sponsorships and advertisements on students, relative to students' age and impressionability, with regard to content, intended audience, form, and the closeness of the connection to the educational process. The Superintendent or his/her designee has full editorial control regarding placement, content, size, wording, appearance, etc. of advertising, and has the right to reject sponsorships or advertising that is, in his/her judgment, inappropriate or inconsistent with the mission and values of the Shrewsbury Public Schools and the best interests of its students (e.g., advertising for tobacco, alcohol, etc.).
- 8) Agreements of significant value (\$5,000 or more annually) to utilize a sponsor's name in relation to a specific program or physical space shall require a recommendation from the Superintendent and a majority vote of the School Committee.
- 9) Outside entities who rent School Department facilities must receive approval from the Superintendent or his/her designee if they wish to post temporary advertising in the space rented (e.g., signs along athletic field fencing, banners in an auditorium, etc.).
- 10) Sponsorships or advertisements from elected officials and political candidates or groups are allowed, so long as they comply with the guidelines above. The School Department shall take great care to avoid the appearance of bias with regard to approval of such sponsorships and advertising.

Types of Sponsorships and Advertising

The Superintendent or his/her designee shall follow the guidelines below, and shall consult with the School Committee in situations that do not fit clearly within these guidelines.

- 1) Writing and images in physical form (e.g., advertisements in event programs or newsletters; posters; signage; banners, etc.).
- 2) Writing and images in electronic form.
- 3) The use of logos or other similar images other than what would be used normally in identifying the brand of equipment, instructional materials, etc. (e.g., a manufacturer's logo on an athletic uniform is not sponsorship/advertising, but a banner with such a logo in the

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gymnasium placed there for a fee would be). The use of logos or images of outside entities is permissible in programs, yearbooks, newsletters, web site etc., per the judgment of the Superintendent or his/her designee.

4) Per Policy 654, Distribution of Information through the Schools, the School Department will not provide the free distribution of materials, including advertising, on behalf of for-profit organizations, whether brought home physically by students or through electronic means. This differs from sponsorship or advertising arrangements made between the School Department and an outside entity, which are subject solely to the discretion of the School Department. However, the communication of sponsorships or activities where for-profit organizations partner with the School Department or non-profit organizations such as Parent Teacher Organizations may be included in messages that originate from the non-profit organization (e.g., a PTO may distribute information regarding a fundraiser with a local restaurant and utilize the restaurant's logo in its communication, but the message must come from the PTO, not the restaurant).

5) Advertising on the Shrewsbury Media Connection local educational access channel shall be subject to laws and policies governing this medium. This medium may be used to communicate regarding sponsorships.

Administration of Policy

11) The Superintendent or his/her designee shall adhere to the guidelines listed above and shall use sound business practices with regard to entering into written contractual agreements with sponsors and advertisers.