

CARLISLE AREA SCHOOL DISTRICT

SECTION: PROPERTY

TITLE: SPONSORSHIPS

ADOPTED: March 17, 2022

REVISED:

701.2 SPONSORSHIPS

Purpose

The Carlisle Area School District Board of School Directors recognizes circumstances in which the district may approve sponsorships:

The District seeks to acknowledge financial contributions or sponsorships pursuant to a written agreement with the District. The District recognizes facilities and events provide a market for commercial sponsorships, that financial payments as a result of commercial sponsorships can benefit students and taxpayers by generating support for the district and its programs, and commercial sponsors should receive special recognition for supporting the District.

Therefore, the Carlisle Area School District Board of School Directors establishes the following criteria and procedures for granting naming rights or sponsorships.

Authority

The School Board has the authority to establish reasonable guidelines and regulations whereby the District may enter into commercial sponsorship agreements with individuals, groups or businesses.

This Policy does not create a forum for all types of advertising or provide a general forum for purposes of communication. Instead, the intent is to make use of a limited portion of the District's property to generate revenue from commercial sponsors.

Granting Sponsorships

1. The School Board reserves the right, in its sole discretion, to reject sponsorships that are too restrictive *or discriminatory* in nature, including, but not limited to, those that are counter to the District mission, too difficult to administer or those that do not align with applicable federal, state or local laws, statutes, ordinances, codes, regulations and School Board policies.
2. All financial gifts or properties associated with a sponsorship donated to the district shall remain the property of the district and shall not be returned to the individual or organization providing the funds or property.
3. In all cases, the School Board maintains control and ownership of the facility or facilities associated with the sponsorships. Sponsorships will not convey any input or control over the

content of school programs offered in the facilities nor the disposition of said named facilities. An approved sponsorship shall confer no decision-making rights to the individual or organization unless specifically outlined in the written agreement between the named party and School Board.

4. Any and all entitlements and attributions granted in conjunction with sponsorships, including but not limited to signage, must be approved by the School Board prior to installation in or on school district property.
5. In no case shall acceptance of a sponsorship be considered an endorsement by the School Board or the District of a commercial product, business enterprise or political agenda.

Process for Approval

1. Request for sponsorships must be made in writing by or through the Superintendent or designee.
2. The Superintendent or designee shall present the sponsorship request to the Finance Committee for study and review. The Finance Committee may request additional information and/or invite the individual or organization to meet with the Committee.
3. If the Committee recommends the request, it shall then submit the request to the School Board for its approval at its convenience. Once the Finance Committee and/or School Board have approved or denied the request, such decision shall be communicated by the Superintendent or designee to the requestor.
4. If approved, the Board shall execute a written agreement with the individual or organization as set forth below.
5. No sponsorship agreement shall be valid until approved by the School Board at a public meeting.

Sponsorships in Consideration

1. At its sole discretion, the School Board may, by majority vote grant sponsorships to acknowledge financial or in-kind contributions made to the District. The contribution may be a financial contribution, sponsorship or the in-kind supply of equipment, materials or services.
2. All sponsorships shall be subject to a written agreement reviewed by the Solicitor, approved by the School Board, and signed by the individual or organization in a manner consistent with this Policy. All terms and conditions of a sponsorship agreement must be in writing. The District shall not be bound by any oral agreements or representations not contained in this agreement.
3. Sponsorships shall be limited to a duration recommended by the Finance Committee and approved by the School Board in its written agreement with the sponsor.
4. Upon expiration of the agreement for sponsorship, the agreement may be renewed by mutual agreement of the parties.
5. The Finance Committee may recommend certain benefits and acknowledgements to be provided to the sponsor in consideration of the sponsor's contribution, subject to approval by the School Board.

6. The Administration is authorized to solicit or receive proposal from individuals, groups or businesses for sponsorship agreements.
7. Revenues will be used to support District initiatives at the discretion of the administration.
8. No commercial advertising or sponsorship materials will be displayed inside classrooms or any other areas that may be disruptive to student learning.
9. No student or staff information (e.g. name, addresses, and contact information) shall be provided to commercial sponsors.
10. The individual or organization shall be fully responsible for all costs and expenses associated with the procurement, erection, maintenance and removal of any sponsorship or advertising materials. This District is not responsible for the theft or vandalism of any materials. The individual or organization shall be responsible to ensure that any material complies with applicable municipal codes and regulations and to obtain and pay for any applicable governmental fees and approvals.
11. Commercial advertising or sponsorships must comply with all applicable laws, regulations and administrative agency rules of the federal, state and local governments, including all laws, regulations and administrative agency rules applicable to copyrights, trademarks, trade names and patents.
12. Commercial sponsors shall not be permitted to use the District's name, logo or designs without prior approval from the School Board.
13. All commercial advertising or sponsorship materials must be consistent with standards of good taste, appropriate for school-age children, and consistent with the District's mission and policies. Such materials will not declare or imply an endorsement by the District for any service, product or point of view.
14. The individual organization shall indemnify and hold harmless the District and its employees from any claims, costs or liability arising out of the construction, maintenance or removal of any advertising or sponsorship materials.
15. For compelling reasons to be determined by the School Board in its sole discretion, the School Board reserves the right to reject, cancel or revoke sponsorship agreements at any time, subject to the terms of the written agreement. The Superintendent shall notify, in writing, the individual or organization of any revocation.