

FINANCIAL MANAGEMENT

Advertising, Partnerships, and Sponsorships

School programs, including student activities, may require financial support beyond what is provided by state and local resources. Businesses and other community organizations can play an important function in supporting schools and students through appropriate advertising, partnerships, and sponsorships. However, school programs and school facilities should not become environments where students are subjected to commercial agendas.

Any advertising, partnership, or sponsorship involving the district or its school programs must be consistent with the law, Board policies, the district's mission, and educational goals.

Revenues derived through corporate, business or other third party non-district organizations shall only be used to enhance student achievement, enrich educational and / or extra-curricular experiences or sustain quality learning opportunities.

The superintendent or designee is responsible for the development of related procedures and the identification of potential revenues.

Involvement by the district with business advertising, partnerships or sponsorships should not be construed as endorsement of the business, its product or service or as an exclusive agreement.

Adopted: May 14, 2008