

COMMUNITY RELATIONS

Relations with Non-Governmental Organizations: Corporate and Other Private Sponsorship of Interscholastic Activities

A. Generally

The School Board has approved, as a venue for revenue enhancement to assist in the maintenance of interscholastic activities, the corporate and other private sponsorship of interscholastic activities contracted by individual schools, or the School Division as a whole, in accordance with this Policy and other School Board policies and regulations pertaining to contracts and purchasing/procurement.

"Corporate or other private sponsorship" is defined as a transaction whereby a corporation or other private entity offers goods, services, or funds to an individual school or the School Division to support an interscholastic activity in return for recognition of the corporation's or entity's name or product. Corporate and other private sponsorships governed by this Policy shall specifically include outright gifts to interscholastic teams of wearing apparel, uniforms or other items if a company logo is an intrinsic part of the apparel/gift. Such gifts shall be processed through the Sponsorship Review Committee in accordance with this Policy and with the procedures set forth in School Board Regulation 7-70.1.

"Interscholastic activities" are defined as school-sponsored extracurricular activities that involve student competition between schools at the elementary, middle, or high school level.

School Board Policy 7-70 and School Board Regulation 7-70.1 apply to all formalized school-business partnerships when support from the business is for interscholastic activities.

B. Acceptance of Corporate or Other Private Sponsorship ("Sponsorship") of Interscholastic Activities

1. Acceptance of Sponsorship of interscholastic activities to supplement division-wide funding shall be based on established guidelines as outlined in this Policy and School Board Regulation 7-70.1, and shall conform to the Virginia High School League (VHSL) and National Federation Rules.
2. A Sponsorship Review Committee shall approve the acceptance of Sponsorships as required in this Policy and School Board Regulation 7-70.1. A principal may appeal to the Superintendent a non-approval from the Sponsorship Review Committee.
3. Acceptance of any contract for Sponsorship shall adhere to School Board policies and regulations governing contract execution.

4. Acceptance of any contract for Sponsorship that includes a requirement that an individual school or the School Division sell a sponsor's goods shall adhere to School Board Policies 3-30 and 3-32 for purchasing/procurement.
5. Acceptance of any contract for Sponsorship shall identify the specific sponsorship activities agreed upon, and the specific benefit(s) to the school or School Division, including the itemized plans for expenditures of monetary sums.

C. Authority for Acceptance of Corporate or Other Private Sponsorship for Interscholastic Activities

1. On behalf of the School Board, principals may contract for their respective schools those Sponsorships not extended beyond one school year or \$5,000 in annual value per Sponsor provided such Sponsorships meet all other guidelines outlined in this Policy, School Board Regulation 7-70.1, School Board Policies 3-30 , 3-32, and 3-89.
2. The Director of Business Services, upon approval by the Sponsorship Review Committee, may contract Division wide Sponsorships on behalf of the School Board provided such Sponsorships meet all guidelines outlined in this Policy and School Board Regulation 7-70.1.
3. Upon approval of the Sponsorship Review Committee, the Director of Business Services may contract on behalf of the School Board, for the benefit of an individual school, Sponsorships exceeding \$5,000 and/or for a period exceeding one school year.
4. The School Board accepts no responsibility for Virginia High School League (VHSL)) district Sponsorships entered into by its employees.

D. Benefits Derived from Corporate or Other Private Sponsorship

1. Benefits derived from Sponsorship of an individual school's interscholastic activities will be directed to the individual school.
2. Benefits derived from Sponsorship of division-wide interscholastic activities will be directed to interscholastic activities as determined by the Superintendent.

E. Sponsorship Restrictions

1. No contract for a corporate or other private sponsorship shall be accepted if the contract involves or gives the appearance of involving any activity which could result in the following:
 - a. Promotion of hostility or violence;
 - b. An attack on ethnic, racial or religious groups;
 - c. Discrimination against any group;

- d. Promotion of the use of drugs, alcohol, tobacco, or firearms; and
 - e. Promotion of sexual, obscene or pornographic activities.
 - f. Promotion of any image that is not in keeping with the established goals and purposes of the Virginia Beach City Public Schools as determined by the school principal or the Superintendent/Superintendent's designee.
2. If a school official concludes that a Sponsorship violates one or more of the restrictions set forth in paragraph 1 of this subsection, the proposed contract shall be forwarded to legal counsel for a determination of whether refusal to accept the contract, if challenged, would be legally defensible.
 3. If a religious organization applies for a Sponsorship, the proposed contract shall be forwarded to legal counsel for a determination of whether the acceptance of the contract would be in violation of law or would otherwise expose the School Board to liability.

F. Sponsorship Activities

Marketing venues for Sponsorship activities are limited to the following:

1. Fixed Signage - Sign(s) provided by the sponsor not to exceed 4'x 8' mounted in an appropriate activity area in the school building as approved by the school principal, or in appropriate activity areas apart from the school building as approved jointly by the school principal and the Chief Operations Officer, Division Services;
2. Banner - Banner(s) provided by the sponsor displayed at the scorer's table, or similar area as appropriate to the activity being sponsored, upon approval of the school principal;
3. Publications - In all activities that have a printed program or similar publication, a space reserved for the activity sponsor to place an advertisement or a message as approved by the school principal; and
4. Announcements - Verbal and written recognition as appropriate and approved by the school principal.

Any sponsorship activity other than 1 - 4 above, such as expanded use of school facilities, athletic team uniforms or other apparel, and classroom or athletic materials, must be approved by the Sponsorship Review Committee. Additionally, any sponsorship activity that requires an individual school or the School Division to sell a sponsor's goods must be approved by the Sponsorship Review Committee.

Editor's Note

~~See School Board Policy 7-32, Gifts, Grants, Requests.~~

Legal Reference

Code of Virginia § 22.1-79, as amended. Powers and duties.

Code of Virginia § 22.1-131, as amended. Boards may permit the use of school property; general conditions.

Related Links

School Board **Policy 3-30**

School Board **Policy 3-32**

School Board **Policy 3-89**

School Board **Policy 7-32**

School Board **Regulation 7-70.1**

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APPROVED AS TO
LEGAL SUFFICIENCY

Kamela H. Lencioni