

BUSINESS SPONSORSHIPS: 6103

The Board will consider for acceptance contracts for sponsorships in limited forms of institutional advertising for a specific amount of money and stated period of time as recommended by the Chief Financial Officer in order to raise additional revenue. The revenue offered can be dedicated by the sponsor or advertiser for the purpose of enhancing student academic achievement or for athletics. The Board shall accept or reject the sponsorship or advertising by a majority vote at the next regularly scheduled Board meeting after a recommendation is received by them.

Institutional advertising will focus on creating a favorable impression and goodwill for the business or organization. The advertising will appear in such areas as, Memorial Stadium, fields, gymnasiums, limited interior areas and District sites and the District web site. All terms and conditions will be spelled out with the business sponsor and school district. Provided further, the sponsor or advertiser may designate the revenue from such sponsorship or advertising will be used only on or at the facility where the advertising appears or the sponsorship is dedicated.