

## **Corporate Sponsorship**

### Section A - Introduction

A Corporate Sponsorship is an agreement between Glenbrook High School District 225 and an individual, a group, company or community-based organization in which the sponsor provides financial support or in-kind gifts in exchange for donor recognition.

District 225 is sometimes faced with offers from individuals, groups, companies or community-based organizations interested in sponsorship of programs, facilities and other aspects of education. The District welcomes sponsorship opportunities that enhance the ability to deliver educational services to the public as long as the purposes, services and/or products of the sponsor are consistent with this Policy, appropriate to the mission of the District and the District's pedagogical concerns, and the sponsor and the content of the sponsor's proposed sponsorship is neither controversial, discriminatory, disruptive nor is inappropriate within the school environment.

It is pragmatic to seek outside funding in order to maintain valuable and important programs and facilities, within specific boundaries and with built-in safeguards against misuse of this funding source.

An individual, a group, company or community-based organization choosing to engage in a corporate sponsorship agreement with District 225 receives such tangible benefits, including increased visibility and good will. At the same time, it may be providing opportunities that further the educational mission of District 225.

This policy establishes guidelines for entering into Corporate Sponsorship agreements. Corporate Sponsorship agreements are distinct in that while a corporation may enjoy the intangible benefits of name exposure via donor recognition and naming opportunities, no services were received by District 225, its Board members, agents or employees in exchange for the financial or product contribution made to District 225.

### Section B – Intent

Corporate Sponsorships may be granted, at the sole discretion of the Board of Education. It is the intent of the Board of Education that the opportunity for Corporate Sponsorships be limited to individuals, groups, companies or community-based organizations whose purposes, services and/or products are consistent with this Policy, are neither controversial, discriminatory nor disruptive, and are appropriate to the mission of the District and consistent with the District's pedagogical concerns. It is not the intent of District 225 to create a public forum through Corporate Sponsorships and the commercial advertising attendant thereto.

### Section C - Purpose

It is the policy of District 225 that:

1. Corporate Sponsorship agreements will exist in accordance with criteria and procedures set forth in this policy.
2. Corporate Sponsorships must support the mission and policies of District 225.
3. In general, the following individuals, groups, companies or community-based organizations are not eligible to enter into Corporate Sponsorships agreements with District 225: any individual, organization, company or community-based organization whose purpose includes advancing or

opposing religion or related interests; any individual, organization, company or community-based organization whose purpose includes advancing or opposing a political agenda, interest or candidate; any individual, organization, company or community-based organization whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography, other products hazardous to one's health, or otherwise inappropriate within the school environment; any individual, organization, company or community-based organization whose purpose or business is contrary to the mission of the District or the District's pedagogical concerns; any individual, organization, company or community-based organization whose proposed sponsorship is controversial or disruptive.

4. The Board of Education in its sole discretion, reserves the right to terminate the corporate sponsorship should circumstances warrant such action, consistent with concerns set forth under Section 3, above.

#### Section D - Responsibility and Advisory Bodies

An advisory committee comprised of the superintendent, principals, assistant principals for athletics, assistant principals for student activities, and the assistant superintendent for business affairs will make recommendations on corporate sponsors to the Board of Education. Recommendation includes nature of agreement, placement of recognition and terms and conditions.

The Board of Education, in its sole discretion, shall have the authority to approve and execute any corporate sponsorship agreement.

Approved:      July 12, 2010