

LAKWOOD SCHOOL DISTRICT #306  
 ADMINISTRATIVE PROCEDURES  
 BOARD POLICY #4238

**Business Support and Advertising**

Recognition of business or community organizations that enter into an educational partnership with a school or the District for the purpose of meeting identified educational needs must also meet certain guidelines to be considered for such recognition and to distinguish this recognition from advertising as defined in policy 4238, item 4.

The Superintendent or his/her designee will publish school and District educational partnership opportunities on its website. In order to be considered for such a partnership, the partner must:

- Follow the application process for the identified educational partnership opportunities or request a meeting with the Superintendent or his/her designee to discuss other partnership ideas.
- The District will consider each educational partnership proposal to ensure it serves identified educational needs, is consistent with the mission of the District, and is in alignment with the principles and guidelines of Policy 4328.
- Notification of educational partnership decisions will be issued by the Superintendent or his/her designee after consultation with the affected school principal or District administrator.

The educational partnership will include a menu of ways in which partners can support District students and schools. The following are possible examples:

<b>Support Opportunities and Activities</b>	<b>Business and Organization Recognition</b>
<ul style="list-style-type: none"> <li>• Provide financial support to a school or specific educational program</li> <li>• Volunteer to support student learning through activities approved by the principal</li> <li>• Participate in school beautification project (subject to district approval and need)</li> <li>• Offer in-kind donations for school events</li> <li>• Display student work at your business or office</li> <li>• Be a guest speaker in a classroom</li> <li>• Offer scholarships to students for camps or post-high school education</li> <li>• Provide academic achievement incentives (free pizzas, entry coupons, etc.)</li> <li>• Invite classes to your business or organization and teach them about your job and field</li> <li>• Provide recognition for teachers and support staff</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction of education partner at a school event</li> <li>• Thank you recognition in school or district newsletters, which may include business or organization logo, but not advertise or promote any special offer, product or the business or organization itself</li> <li>• Information or activity table at a PTA or Booster Club event may be negotiated with that particular group</li> <li>• Recognition at staff meetings when the business or organization is an approved educational partner for employee recognition purposes</li> <li>• Thank you reception hosted by District or school</li> <li>• Temporary thank you banner or sign posted by the school for the purpose of recognition of a particular educational contribution by the business or organization partner</li> </ul>

The following guidelines will govern how an educational partner's logo may be used for recognition in an educational partnership:

1. The partner logo shall not be used with a message designed to persuade an audience to take some action regarding that partner's products, ideas or services.
2. The partner log shall not be used to promote special offers at a particular business. The partner logo will be used only in recognition of that business's support of the District or a particular school or educational program and not for advertising to students.
3. The partner logo and recognition materials must be approved by the Superintendent or his/her designee.
4. The following disclaimer will be included on publications where partner logos are used. Publication of educational partner logs does not reflect the District's or school's endorsement of the business or organization. Lakewood School District shall be held harmless from any cause of action filed in any court or administrative tribunal arising out of the distribution of this publication or other materials, such as flyers, newsletters, etc., including costs, attorney's fees, and judgments or awards.

**Date: 12-4-13**