Advertising, Donations, and Sponsorship Activities

Refer to Policies CDC(LOCAL) and GKB(LOCAL)

Distinguishing advertising, donations, and sponsorship

● Advertising is when an organization offers to pay to post a sign or banner or offers to share profits with the district for advertising at district facilities, events, or online. This is with the intention of attracting patronage from the school community. Examples of advertising:

  ○ Links to business websites on the district website

  ○ Ads on the jumbotron that can be seen from an adjacent road

● Donation is giving with no recognition expected in return. Examples of donations:

  ○ A parent donates money to the school

  ○ A local retail store donates supplies to the school

● Sponsorship is when an organization responds to a request to support a program, project, or event with the expectation that the sponsor will be recognized. Examples of sponsorships:

  ○ A company pays a specified amount for its logo to be placed in the student athletic team program.

  ○ A community partner purchases teacher of the year awards and makes a short speech at the event when awards are presented.

● If you are uncertain of what category a situation should be considered, please contact the financial services department.

Advertising

● Outside vendors advertising must be approved through the financial services department and the communication department. Please contact the communication department for further information.

● Outside vendor advertising shall be accepted solely for the purpose of generating revenue for the district and not for the purpose of a forum for communication.

● The district shall retain authority over the content, size, and location of all advertising.

● All advertising shall be consistent with federal, state, and local laws, board policy, and other applicable rules and regulations.

● The district shall not accept paid political advertising.

Donations

● Donations may be deposited into the campus or student activity funds as appropriate and used at the discretion of the principal, administrator, or student group.

● The Board delegates to the Superintendent the authority to accept unsolicited gifts on behalf of the District. However, any gift with a cost or market value of $25,000 or more, any gift that the potential donor has expressly made conditional upon the District's use for a specified purpose, or any gift of real property, shall require Board approval. Please seek board approval or the Superintendent approval prior to accept the donation. Please coordinate with the financial services department prior to accepting the donation.

● A donor acknowledgment form can be requested through the communication department if requested by the donor.

● Donors may be recognized in a campus or district newsletter or on social media in accordance with all other district social media guidelines.

Sponsorship

● Sponsorship activities should be considered carefully as they should not begin a program that the district is not willing to continue when the sponsorship ends.

● The public nature of the district shall not be infringed or impaired by sponsorship activities.

● The district reserves the right to recognize or acknowledge sponsors through whatever means the district deems appropriate.

● Sponsors may suggest text for acknowledgment, however, the district retains full editorial control over its acknowledgment or display of donations.

● The extent of recognition should reflect the level of sponsorship.

● Sponsorship recognition:

   o shall be consistent with the district policy and procedures relating to school-sponsored publications;
   o shall provide acknowledgment for the sponsorship and not for the sale or promotion of a product or service (i.e. contact information such as phone numbers should not be included in the acknowledgment);
   o shall not be construed as a district endorsement of any product or service;
   o shall not create an endorsement of a political cause, activity, candidate, or position.