



Pittsburgh
Public Schools

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Policy Workshop

APRIL 16, 2025

April 2025 Workshop Topics

New Proposed Policy 802.1 – Private Sponsorship of Student Activities





Proposed Policy 802.1 – PRIVATE SPONSORSHIP OF STUDENT ACTIVITIES

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- New Policy
- Purpose:
 - The District recognizes that public school facilities and events may provide a potential opportunity for private sponsorship.
 - This policy would allow the sponsor to receive recognition in exchange for financial support
 - The policy provides guidelines for permitting sponsorship of student activities in a manner that supports the District's mission and protects the interests of the students and personnel.

Proposed Policy 802.1 - Definitions

- “Private Sponsorship Agreement” – Transaction in which a private entity offers goods, services or funds to an individual school or the District, to support a Student Activity, in return for recognition of the entity’s name or image.
- “Student Activities” – School sponsored extracurricular activities, including
 - Student competition activities (interscholastic and competition with other districts), and
 - Non-competitive activities (including but not limited to theatre productions, musical performances, art installations)

Proposed Policy 802.1 – Definitions

- “District Sponsorship Review Committee” - An administrative team to review and approve sponsorship applications
 - Comprised of no more than 7 members; and the following members at a minimum:
 - At least two (2) community members (one of whom must be a parent of a current student in the District)
 - Chief Financial Officer or designee
 - District Athletic Director or designee
 - Chief Operating Officer or designee
 - The Superintendent shall nominate those members not specifically included by title.

Proposed Policy 802.1 - Guidelines

- Procedure:
- Building Principals and Athletic Directors shall submit a proposed Private Sponsorship Agreement to the District Sponsorship.
 - Administrative regulations will be published detailing the application process
- The District Sponsorship Review Committee shall approve or deny the proposed sponsorship.
 - Decision shall be via written letter or email to the requesting Building Principal or Athletic Director.
 - A Denial may be appealed to the Superintendent.

Proposed Policy 802.1 – Guidelines

- All contracts for sponsorship shall adhere to District policies and regulations governing contract execution.
- No contract for sponsorship may include a requirement that an individual school, its students or employees, sell a sponsor's goods.
- No contract for sponsorship for an athletic activity governed by the PIAA may require the inclusion of an entity's logo, name or other image, on any school district uniform or team/activity apparel.

Proposed Policy 802.1 – Authority

- School Principal or Athletic Director may contract for sponsorships not extending beyond one school year, and/or up to \$1,000 in annual value.
- Superintendent may contract for sponsorships exceeding \$1,000 in value and shall advise the Board of all contracts at its next legislative meeting.

Proposed Policy 802.1 – Benefits

- Benefits derived from a school specific sponsorship shall benefit that individual school.
- Benefits derived from a district-wide sponsorship shall be distributed by the Superintendent.

Proposed Policy 802.1 - Restrictions

- No sponsorship contract shall include content that does any of the following:
 - Promotes or incites acts of hostility, disorder or violence;
 - Contains an attack on any ethnic, racial or religious group;
 - Discriminates against any protected group;
 - Promotes of the use of controlled substances, illegal drugs, alcohol, tobacco, electronic cigarettes or firearms;
 - Promotes sexual, obscene or pornographic activities;
 - Violates or promotes the violation of any federal, state or local law or District policy;
 - Promotes favoritism toward or in opposition to any political candidate or candidacy, or any public question submitted at any general, county, municipal or school election;
 - Creates or is likely to create a substantial disruption in the school environment or inhibit the function of any school within the District;
 - Contains content or promotes a product or service that is detrimental to the well-being of District students, reflects negatively upon the District, or is inconsistent with the established goals and purposes of the Pittsburgh Public School District;
 - Contains false, misleading or deceptive statements or information.



What Questions Do You Have?



Thank You

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