

Book Policy Manual  
Section 800 Property  
Title Private Sponsorship of Student Activities  
Code 802.1  
Status New  
Adopted  
Last Revised N/A

### **A. Purpose**

The District recognizes that public school facilities and events may provide a potential opportunity for private sponsorship, which in turn would allow the private sponsor to receive recognition (oral, written or graphic), in exchange for its financial sponsorship.

The purpose of this Policy is to provide procedure and guidelines for permitting sponsorship in a manner that supports the District’s mission and protects the interests of its students and personnel. The guidelines are established to protect students from overt commercial activity, particularly in the classroom, and to ensure that no sponsorship agreement interferes with the educational purpose of the District.

### **B. Definitions**

1. “Private Sponsorship Agreement” - a transaction wherein a private entity offers goods, services, or funds to an individual school, or District-wide, to support a Student Activity in return for recognition of the entity's name or image.
2. "Student Activities" are defined as school-sponsored extracurricular activities that involve both student competition (interscholastic and competition with other districts), and noncompetitive activities including but not limited to theatre productions, musical performances, and art installations
3. “District Sponsorship Review Committee” shall be an administrative team including no more than 7 members, comprised of at least two (2) members of the community (one of whom must be a parent of a current student in the District), and the following administration personnel: Chief Financial Officer or designee, District Athletic Director or designee and the Chief Operating

Officer or designee. The Superintendent shall appoint the committee members except for those specifically included by title.

### **C. Guidelines**

1. Acceptance of Sponsorship of Student Activities to supplement District-wide funding shall be based on established guidelines as outlined in this Policy and accompanying Administrative Regulations [1], and, if applicable, shall conform to the Pennsylvania Interscholastic Athletic Association (“PIAA”) [2].
2. Building Principals and Athletic Directors shall submit a proposed Private Sponsorship Agreement to the District Sponsorship. Administrative regulations [1] will be published detailing the application process. If regulations are unavailable, the application shall include, at a minimum, the name and address of the private entity, the sponsorship amount offered, and the type of recognition requested. If the private entity is not a generally well-known entity, the application shall include a statement of the entity’s business, service or product.
3. The District Sponsorship Review Committee shall review the application as required by the Administrative Regulations [1]. The Committee shall approve or deny the proposed sponsorship via written letter or email to the requesting Building Principal or Athletic Director. A denial from the District Sponsorship Review Committee may be appealed to the Superintendent.
4. Acceptance of any contract for sponsorship shall adhere to District policies and regulations governing contract execution.
5. No contract for sponsorship may include a requirement that an individual school, its students or employees sell a sponsor's goods.
6. 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.[2]

### **D. Authority for Acceptance of Corporate or Other Private Sponsorship for Student Activities**

1. Upon approval by the District Sponsorship Review Committee, a School Principal or Athletic Director may contract for sponsorships not extending beyond one school year, and/or up to \$1,000 in annual value.

2. Upon approval of the District Sponsorship Review Committee, the Superintendent may contract on behalf of the School Board sponsorships exceeding \$1,000 in value and shall advise the Board of all contracts at its next legislative meeting.
3. The District and School Board accept no responsibility for any sponsorship agreement entered into by the Pennsylvania Interscholastic Athletic Association (“PIAA”) or its employees or designees.

**E. Benefits Derived from Corporate or Other Private Sponsorship**

1. Benefits derived from Sponsorship of an individual school's Student Activities will be directed to the individual school.
2. Benefits derived from Sponsorship of district-wide Student Activities will be distributed by the Superintendent.

**F. Sponsorship Restrictions**

1. No sponsorship contract shall be accepted if the contract includes content that does any of the following:
  - a. Promotes or incites acts of hostility, disorder or violence;
  - b. Contains an attack on any ethnic, racial or religious group;
  - c. Discriminates against any protected group;
  - d. Promotes of the use of controlled substances, illegal drugs, alcohol, tobacco, electronic cigarettes or firearms;
  - e. Promotes sexual, obscene or pornographic activities;
  - f. Violates or promotes the violation of any federal, state or local law or District policy;
  - g. 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;
  - h. Creates or is likely to create a substantial disruption in the school environment or inhibit the function of any school within the District;
  - i. 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;

- j. Contains false, misleading or deceptive statements or information.
2. If a school official concludes that a Sponsorship violates one or more of the restrictions set forth in paragraph 1 of this subsection, the proposed contract shall be forwarded to the District's law department for a determination of whether refusal to accept the contract, if challenged, would be legally defensible.

Legal Authority:

1. 820.1-AR 1 of 1 Procedures for Application and Use of Private Sponsorship Agreement
2. [PIAA Handbook](#)