TOWNSHIP OF OCEAN SCHOOLS
Office of the Superintendent
163 Monmouth Road
Oakhurst, NJ 07755
kweldon@oceanschools.org
(732) 531-5600 ext. 3000

Kelly E. Weldon
Superintendent

July 13, 2026

Dear Spartan Community Member,

The Ocean Township School District is so pleased to count you among our community members. We often look for partnerships between the school district and the local community in the form of internships for students, fundraising opportunities, sponsorships, and more. We are well aware that the relationships we build with our local businesses has a direct impact on student learning, achievement, and opportunity, and for that we thank you.

One of Ocean Township's best characteristics is its close knit community. As a township we are known for coming together when it counts and making sure our children have the very best childhood and education we can give them. We teach our students that we are all one big Spartan family, and we have a responsibility to make our schools and community better. We call that creating our Spartan Legacies. You may have seen mention of that on our school digital signs on West Park Avenue.

On the following pages you will find information on how to become a Spartan Sponsor. Sponsoring our school district, and most importantly, our students may be one of the best investments your business can make in our community. We thank you in advance for considering supporting our schools and students in this way.

With much appreciation,

Kelly E Weldon

Kelly E. Weldon
Superintendent of Schools

Encls.

KEW:amg

Home of the Spartans!
#SpartanLegacy

TOWNSHIP OF OCEAN SCHOOLS
Business Office
163 Monmouth Road
Oakhurst, NJ 07755
ghastings@oceanschools.org
(732) 531-5600 ext. 3100

Geoffrey J. Hastings
Business Administrator /
Board Secretary

July 16, 2026

Dear Business Owner,

The Township of Ocean Board of Education, in compliance with policy #9720 "Advertising and Sponsorships", wishes to forge a mutually beneficial relationship with organizations and local businesses through a sponsorship program. As part of this sponsorship program, your organization would receive various acknowledgements as an Education Sponsor in exchange for a one time yearly fee.

This sponsorship fee could place your advertisement or acknowledgement in some 10+ community and school publications throughout the year that will be read by all staff, students, parents, and community members of the Township of Ocean. Your organization's advertisement could be prominently displayed on the District website with a link to your site. Your company name could be prominently displayed on a sign under a varsity sport scoreboard. Customized donations or sponsorships are also available. Proceeds from the sponsorship fees will be utilized to defray the cost of education and to increase the funds available for educational technology.

Also, we have enclosed for your convenience, information on rates, etc. regarding our school bus advertising campaign.

If you are interested in participating, please fill out the attached application form and return to my attention by **August 14, 2026.** The advertising period will begin **September 1, 2026** of the new school year with the district calendar and continue through **August 31, 2027**. For more information on Advertisements/Sponsorships please read the attached materials or it can be viewed on our website:
https://www.oceanschools.org/board-of-education/sponsorship-opportunities

If you have any questions, please do not hesitate to call (732) 531-5600 ext. 3100.

Sincerely,

Geoffrey J. Hastings
School Business Administrator/Board Secretary

Encls.

GJH/rsb

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Township of Ocean Board of Education Advertisements/Sponsorship Program

Titanium Spartanship
(Customized Sponsorship)

Diamond Spartanship

Platinum Spartanship

Gold Spartanship

School Bus Spartanship

Organizations that participate in the sponsorship program maintain a relationship with the Township of Ocean Board of Education in accordance with Policy #9720. Revenues received from the yearly sponsorship fees are utilized to defray the cost of education and to increase funds available for educational technology. More information regarding this program can be obtained on the school district website, https://www.oceanschools.org/board-of-education/sponsorship-opportunities, or by calling the School Business Administrator at 732-531-5600 ext. 3100.

Gold Spartanship $1,500

Your organization will receive one acknowledgement in/on:

The Township of Ocean School District Website

Spartan Spirit Newspaper (Grades 9-12)
O.T.H.S. 'Afterglow' Literary Magazine
O.T.H.S. Senior Award Program
O.T.H.S. Graduation Program
High School Directory of Student Activities
O.T.H.S. Drama Club Programs (2 Productions each year)

T.O.I.S. School Musical Playbill
T.O.I.S. 'Sand Pebbles' Literary Magazine
T.O.I.S. Graduation Program
Student Handbook Directories (PreK-12)

Your organization will be acknowledged as a Gold Sponsor on the District website, including a link to your organization's website.

Platinum Spartanship $4,000

Your organization will receive an upgrade to one larger size acknowledgement in/on school publications or website plus all the benefits listed under the Gold Spartanship. Your organization's name will be displayed on the front page of the district website and on an outside varsity sport scoreboard.

Diamond Spartanship $7,500

Your organization will be acknowledged as a Diamond Sponsor, receive an upgrade to one large acknowledgement in/on school publications or website plus all the benefits listed under the Platinum and Gold Spartanship.

Your organization's name will be displayed on a 4' x 10' sign located under a Varsity/Junior Varsity Sport scoreboard.

Titanium Spartanship (Customized)

This sponsorship can be customized to any business or corporation which can include but is not limited to monetary or equipment donations. To submit a specific proposal, contact the School Business Administrator at (732) 531-5600 Ext. 3100.

School Bus Spartanship $2,100

The Township of Ocean Board of Education in accordance with Policy #6164 "Advertising on School Buses" has a School Bus Advertising program as detailed below:

Specifications

- Large print ads with possible pictures acceptable.
- Ads will be 8 foot decals on both sides of the bus
- Ads will be offered on a 10-month basis
- Cost of decal and installation is included in the advertising cost
- Summer camp bus runs are included in the school year advertising rate
- Geographic location within Ocean Township may be selected by the advertiser
- All ads must be pre-approved

Discounted rates available for multiple bus advertisements.

8 ft. Decal two sides of one-54 passenger school bus will be $210 per month for 10-months + (Free Summer Busing) *(Sample on the next page)*

All advertisements shall be in accordance with New Jersey Motor Vehicle Commission (NJMVC) regulations.

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Geoffrey J. Hastings
Business Administrator /
Board Secretary

SCHOOL BUS SPARTANSHIP AD SAMPLE

Home of the Spartans!
#SpartanLegacy

TOWNSHIP OF OCEAN BOARD OF EDUCATION
SPONSORSHIP APPLICATION FORM

I wish to participate and be recognized in the education sponsorship activities for the 2026-2027 school year (September 1st thru August 31st) and other publications mentioned in the enclosed information. Please check box below:

☐ Titanium Spartanship (Customized Sponsorship)

☐ Platinum Spartanship (\$4,000)

☐ Diamond Spartanship (\$7,500)

☐ Gold Spartanship (\$1,500)

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☐ School Bus Spartanship

_____ Number of buses - \$2,100.00 (\$210/mo. for 10-months per bus)

Please return your advertisement or a business card, along with your check, payable to the Township of Ocean Board of Education, **by August 14th**. These should be mailed to: **Township of Ocean School District, Attn: Geoffrey Hastings, School Business Administrator, 163 Monmouth Road, Oakhurst, NJ 07755.**

____________________ Contact Name	____________________ Company Name
____________________ Address	____________________ City
____________________ State, Zip	____________________ Telephone
____________________ Fax	____________________ Email

Log onto the website to view other ads in various publications and additional information regarding this program or call (732) 531-5600 ext. 3100. The web address is https://www.oceanschools.org/board-of-education/sponsorship-opportunities

I have read and understand all conditions set forth in the Township of Ocean Board of Education Policy #9720 Advertising and Sponsorships and Policy #6164 Advertising on School Buses

____________________ Signature	____________________ Date

9720. ADVERTISING IN THE SCHOOLS

9720 ADVERTISING and SPONSORSHIPS

The Board of Education recognizes and appreciates the financial support received from federal and state funding sources and from local taxpayers. The Board is aware of the tax burden on the local taxpayer and desires to expand revenue sources for the financial needs of the school district. This encourages financial support to the school district through non-school sponsored organizations and Business/Personal advertisements. A "sponsor", for the purposes of this Policy, is a non-school sponsored person and/or organization that offers to provide support to the school district through financial or material means in exchange for recognition, advertisement and/or acknowledgement.

The Board believes school-community relationships based on sound principles and community input can contribute to maintaining and improving high quality education programs and facilities. Sponsorship and advertising activities that are consistent with the goals and objectives of the school district may be evaluated and recommended to the Board of Education for implementation within the district by the Superintendent. This Policy shall be administered to protect the school district's name, pupils, and/or staff against exploitation.

Advertising and Sponsorship activities must adhere to the following guidelines to be deemed permissible.

1. No advertising, promotion of, or links to alcoholic, tobacco, gambling, or drug based products that have addictive characteristics.
2. No advertising, promotion of, or links to services that would in any way lead to a violation of conditions of the Student Handbook or any Ocean Township policy and regulation.
3. No advertising, promotion of, or links to activities promoting violence, bias, or any suggestion of these elements in any form.
4. No political or religious advertisement of any kind.
5. In no case shall any promotion or advertisement suggest endorsement by or association with the Township of Ocean School District without prior agreement by the School District.
6. Advertisers/Sponsors will not collect personally identifiable information without express prior permission from the Township of Ocean Board of Education.
7. No advertisements that promote fraud in any form, such as vacations, investments, and "pyramid" business schemes; or advertisements that encourage fraudulent or inappropriate business or personal behavior.
8. The schools may not use films or other educational materials bearing any more than a simple mention of the producing or sponsoring firm.
9. The Superintendent may, at his or her discretion, allow Advertisers/ Sponsors with particular educational merit or that will promote activities that are in the general public interest.
10. Advertising or Sponsorship activities will in no way guarantee the sponsor or advertiser the right or advantage in being awarded any school district contact for goods and/or services.
11. Regardless of the amount, sponsorship activities will not be accepted with any conditions or expectations of a continued business relationship with the Board of Education.

Individual Sponsorship proposals will be evaluated on a case by case basis and any sponsored or donated material, equipment, personal property or other benefit derived by the District through sponsorships will be held to the same standards used for District purchases. Sponsorship proposals that provide gifts, grants and donations to the School District shall be accepted in accordance to with the provisions of Policy 7230 *Public Gifts to the Schools.*

All sponsorship proposals and advertising presented and approved by the Board shall be consistent with all district collective bargaining agreements, competitive bidding and purchasing laws, district policy and regulations, all applicable federal and state laws, and administrative codes, rules and regulations.

The Superintendent/Designee will serve to monitor these guidelines and all Advertisers/Sponsors will be provided to the Board of Education for prior approval. All Advertisers/Sponsors will be provided a copy of this policy.

Adopted: 20 March 1979
Revised: 17 July 1990; 17 January 2006

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ph: (732)255-1500 fax: (732)255-1502

6164. ADVERTISING ON SCHOOL BUSES

The Board of Education authorizes the sale of advertising space on the exterior of school buses that are owned or leased by the Board in accordance with the provisions of N.J.S.A. 18A:39-31 and N.J.A.C. 6A:27-7.10, 7.11, and 7.12.

The Public School Contracts Law, N.J.S.A. 18A:18A-1 et seq., shall apply to any contract or agreement entered into by the Board for the purpose of placing advertisements on school buses.

All advertisements shall require the prior approval of the Board of Education. The advertiser will be considered an independent contractor and shall not be deemed to be an agent, servant, employee, or representative of the Board. In the event the advertiser fails to provide service in accordance with the bid specifications and contract for advertisements, the advertiser shall be considered in breach of contract. Cancellation of the advertisement and/or enforcement of advertiser's performance bond may result.

The Board of Education reserves the right, at its discretion and at any time, to reject any advertising copy, whether or not it has previously acknowledged and/or advertised the exact or similar copy. No advertising space may be used or re-sold by the advertiser for the promotion, either directly or indirectly, of any business, organization, or enterprise other than the one defined in the original contract for advertisement. The advertiser will protect, defend, and save harmless the Board of Education from any suits or actions of every nature and description brought against it by reason of the advertisement.

Fifty percent of the funds generated from the placement of advertisements on the outside of school buses shall be used to offset fuel costs associated with the provision of pupil transportation services and fifty percent shall be used to support any programs or services deemed appropriate by the Board.

The Board of Education will approve the specifications for advertisements on school buses that will include: advertisement material, including paint, decals, or magnetic material; approved advertisement colors; advertisement mounting procedures, if applicable; location of advertisements on school buses; advertisement size(s); duration of advertisement contracts; and any other specifications for advertisements the Board deems appropriate. All advertisements shall be in accordance with New Jersey Motor Vehicle Commission (NJMVC) regulations and shall not prevent the school bus from passing the NJMVC required inspections for school buses.

In accordance with the provisions of N.J.A.C. 6A:27-7.11, the Board will not accept advertisements to be displayed or maintained on school buses if the advertisement or information contained in the advertisement:

1. Is false, misleading, deceptive, disrespectful, fraudulent, or libelous;
2. Contains material or language that is obscene, profane, vulgar, offensive, or reasonably determined not to be in good taste;
3. Promotes unlawful or illegal goods, services, or activities;
4. Promotes gambling, the sale or use of tobacco or tobacco-related products, or the sale or use of alcoholic beverages;
5. Promotes the sale or use of products designed for use in connection with sexual activity;
6. Depicts or glamorizes violent or antisocial behavior, or sexual conduct;
7. Resembles a traffic control device;
8. Declares or implies an endorsement by the Board of Education; or
9. Is political, religious, issue-related, controversial in nature, or not age appropriate.

The Board of Education will not allow any of its school buses to become a public forum for dissemination, debate, or discussion of public issues. The Board has the authority to reject any and all advertising that it deems to be inappropriate or not in the best interest of the Board of Education, the school district, or pupils.

A Board of Education that permits advertisements on school buses shall submit a report to the Commissioner of Education no later than June 30 each year. The report shall include the number of district-owned school buses upon which advertising has been placed, the length of time the advertisements have been on the school buses; and the total revenue earned by the school district as a result of the advertisements.

N.J.S.A. 18A:39-31
N.J.A.C. 6A:27-7.10; 6A:27-7.11; 6A:27-7.12

Adopted: 21 August 2012

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