

6162 SPONSORSHIPS

Board Perspective

The Board of Education recognizes and appreciates the financial support received from federal and State funding sources and from local taxpayers. The Board desires to expand revenue sources for the financial needs of the school district and encourages financial support to the school district from non-school sponsored organizations. A "sponsor," for the purposes of this Policy, is a non-school sponsored person and/or organization, whether a corporation, partnership, or any other type of entity, that offers to provide support to the school district through financial or material means in exchange for recognition 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 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.

Sponsorship Proposals

A potential corporate sponsor must submit a written corporate sponsorship proposal to the Superintendent. A sponsorship activity may include, but is not limited to, financial support to a school curricular or co-curricular activity or program naming of a capital asset, a school facility improvement, and/or a school assembly program. No pupil or staff member will be required to participate in surveys and/or focus groups as a condition of a corporate sponsorship.

In appreciation for such sponsorship, the school district will appropriately acknowledge the organization's contribution to the school district. The acknowledgement may include a public address announcement at an activity, signage at the activity or on school grounds, or through other reasonable means. Posting of signs identifying the sponsor shall not be considered the district's endorsement of the product or service of a company.

The sponsorship proposal shall include the specific sponsorship activity, the proposed time period/duration of the activity, the requested acknowledgement, and the terms of termination in the event the Board decides to terminate such sponsorship. The return of any benefits provided to the district as a result of the Board's termination will be limited



to and in accordance with the provisions of the written sponsorship proposal approved by the Board.

Where a sponsor seeks naming rights to a capital asset, the Board encourages the sponsor to collaborate with the Superintendent prior to submitting its written proposal. The sponsor's proposal shall include:

- The capital asset to be named;
- The proposed name;
- The purpose and significance of the proposed name (e.g., recognition, commemoration, promotion), including whether the name relates to any for-profit cause;
- The proposed duration of the naming rights, not to exceed ten (10) years; and
- A description of any and all consideration to be provided in exchange for the naming rights.

The Board will take into account the following criteria when considering a proposed name:

- The Board's history of traditions;
- The values of all members and segments of the Moorestown educational community;
- The proposed name's suitability to the educational philosophy and purposes of the Board;
- The proposed name's significance to the students and staff who will use the named facility; and
- The proposed name's significance to the Moorestown Community.

The Board reserves the right to modify or reject any proposed name in order to protect the school district's best interest.

The Board reserves the right to modify or reject the design, dimensions, configuration, or replacement of all signage relating to any proposed name.



The Board will approve naming rights for a maximum duration of ten (10) years. Any renewals shall be by mutual written agreement between the Board and the sponsor.

The Board reserves the right to reject any proposed name including, but not limited to, involving:

- A person convicted of a serious crime or offense;
- A current employee of the school district;
- A current or recent elected official; or
- A current entertainer, sports figure, or civic leader.

The Board Approval of Sponsorship Activities

All sponsorship proposals shall be reviewed for approval by the Board based on a recommendation of the Superintendent. The recommendation shall identify the sponsor, the amount, the term, and the conditions attendant to each sponsorship.

In the event there are competing proposals for the same or similar sponsorship, the Board President will designate an Ad Hoc Board Committee to review the Superintendent's recommendation to the Board. All sponsorship proposals recommended by the Superintendent will be discussed at a public Board meeting with the proposal being included on the Board Meeting agenda in accordance with Bylaw 0164 - Conduct of Board Meetings.

Duration of Sponsorship Activities

At the conclusion of the initial approved period, and if the sponsor desires to continue the sponsorship, an updated sponsorship proposal must be prepared by the sponsor and submitted to the Superintendent for approval by the Board for another term. There shall be no expectation a corporate sponsorship will be renewed beyond the Board approval dates. There shall be no limit to the number of times the Board approves the updated sponsorship proposal.

Acceptance of Sponsorships

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 with the provisions of Policy 7230 - Gifts, Grants and Donations.

Applicable Laws

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

Adopted: June 12, 2018

Adopted: 26 August 2008

