

Private Sponsorship of School-Related Activities or Events

The Eastland Board of Education is grateful to sponsors who donate to our schools to enhance District programs. To that end, the Board recognizes that school-business relationships based on sound principles and community input can contribute to high quality education. Positive school-business relationships should be ethical and structured in accordance with the following:

1. Sponsor involvement must support the goals and objectives of the district and its schools.
2. Sponsorship will be structured to meet identified needs, and will be evaluated for effectiveness by the school district.
3. The District will hold sponsored and donated materials to the same standards used for the selection and purchase of all districts supplies, equipment or materials.
4. Sponsorship will not limit the discretion of schools and teachers in the use of sponsored materials.
5. Recognition and/or benefits awarded to private sponsors will be appropriate, equitable, and limited in scope and duration.
6. Public signs indicating the district's appreciation of an enterprise's support for education shall be permitted for a period of no more than 45 days; those in place for a period greater than 45 days require approval from the Superintendent or designee. Other forms of sponsorship recognition shall be permitted with the consent of the Board of Education.
7. All public-private sector partnerships entered into by the school district shall be age appropriate and in the best interest of students.
8. If the economic benefit from any partnership exceeds \$10,000 to the school or district, the partnership must be set forth in a written agreement, signed and approved by the Superintendent, or designee. The Superintendent, or designee, shall present the partnership to the Board of Education at a public meeting for community input.
9. All public-private sector partnerships must be consistent with all labor contracts, competitive bid requirements and all applicable Federal, State and District laws, rules and regulations.
10. No students will be used as agents for any district wide vendors in an exclusive arrangement to sell products or services to the community at large.
11. Sponsorship/recognition will be reviewed on an annual basis.

12. The school district will purchase no curriculum materials that contain promotional information about a company that is irrelevant to the lesson being taught in the content of the curriculum.
13. The sponsor, for the purpose of advertising brand name products to students, shall not release a list of student names and/or addresses and telephone numbers.
14. The district, for the purpose of advertising brand name products to students, shall not release a list of student names and or addresses and telephone numbers.

District employees will submit an Application to Request Private Sponsorship for a School-Based Activity / Event to their building principal prior to soliciting sponsorship for an activity or event. The Principal will review, evaluate, and approve or deny the request based on the criteria implicit in this policy, and outlined on the Application Form (see Exhibit 8:85-E1).

APPROVED: September 21, 2011