

Sponsorships in Schools
Board of Education
Wrightstown Community School District

The Wrightstown Community School District recognizes that sponsorships in schools can provide additional funds or an economic benefit to enhance the District's educational mission. In addition, the option provides local organizations with an opportunity to show their support for public schools. The Board accepts and approves sponsorships that benefit the District, its schools, employees or students by the District accepting money, goods and/or services in exchange for the District acknowledging the sponsor's contribution.

All sponsorships shall meet the criteria set forth herein which provides, among other things, that the sponsorship shall not be contrary to the District's mission, conflict with Board Policy or undermine the District's educational objectives. No sponsorship shall be construed as or constitute an endorsement by the District, Board or school of the sponsor or its product, service or program, and the Board, and the schools reserve the right to refuse or decline the offer of any sponsor for any reason.

Sponsorship is defined as a person, company, business, corporation or other entity providing money, goods and/or services to support the District, its school, or school activities in return for the sponsor receiving an acknowledgement by the District or school indicating that money, services and/or goods were donated by the sponsor or the activity was sponsored by or sponsored in part by the sponsor. Upon acceptance, all non-monetary items (equipment, supplies, furniture, building materials) supplied by the sponsor shall become the property of the District and shall be subject to the same controls, policies, and procedures governing other District property. All monetary sponsorships shall be properly accounted for in accordance with applicable laws and Wisconsin Accounting Requirements.

Acknowledgment is defined as the recognition of the support provided to the District or a school by the sponsor. An '*Acknowledgement of a Sponsorship*' is the placement of a sponsor's logo or the sponsor's name, address, web site, internet address on the District's web site, a yearbook, newsletter, or program of an event. Acknowledgment does not include endorsement, price information or an indication of savings or value and/or quality of the sponsor's product or services, such as the sponsor has the lowest prices, makes the greatest product or that the sponsor is having a sale.

No sponsorship, regardless of its monetary value, may be considered for approval without an Agreement between the sponsor and the District regarding the form, number and/or duration of the acknowledgment(s) to be provided. Such Agreement may be, for example, to print an acknowledgment of the sponsorship on the printed program for each home basketball game during the current school year, or to display the sponsor's name on the scoreboards in the football stadium or at the baseball diamonds or soccer fields at the high school for an agreed upon period of time.

For purposes of this policy, paid advertising in school publications are not considered sponsorships.

Sponsorships may be **reserved** in nature, meaning the sponsor desires that the funds from the sponsorship be used only for the program or facility associated with the sponsorship (i.e. Funds from a sponsorship on a softball scoreboard would be used to benefit the softball facility and scoreboard maintenance).

Sponsorships may be **unreserved** in nature, meaning the sponsor has no desire to designate how the funds from the sponsorship are used. These funds would then be distributed for projects or programs throughout the district via an application process from the site or program that desires to use the funds.

The Board shall be advised of all sponsorships of over \$5,000. The Board authorizes the District Administrator to work with all individuals / groups wishing to enter sponsorship agreements with the District. Sponsorships may be presented in the form of checks, equipment, materials or services.

The criteria required for the District Administrator to authorize sponsorships on behalf of the Board are as follows:

- ✓ The contribution must have a purpose consistent with the mission, vision, beliefs, and policies of the District.
- ✓ The contribution must be educationally appropriate.
- ✓ Sponsorships which promote any religious organization, a political candidate or candidate for public office, or which express views or positions on an issue of public concern or controversy will not be permitted.
- ✓ The contribution must not place unacceptable restrictions on school operation, create an undesirable financial liability for the District, or unduly increase staff workloads.
- ✓ The contribution must not require monetary expenditures on the part of the District unless such expenditure is agreed upon by the School Board.
- ✓ The contribution must not begin a program which the Board is not willing to assume responsibility for at a later date. Sufficient funds must be available to proceed with the project or program prior to execution.

The District shall not discriminate in the acceptance and administration of sponsorships on the basis of sex, race, religion, color, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation or physical, mental, emotional or learning disability or handicap. Discrimination complaints shall be processed in accordance with established procedures.

Adopted: April 19, 2022

Reviewed:

Revised:

References: Public Gifts to Wrightstown Community School District #8400

Administrative Guidelines #8400

Sponsorship Agreement #8500