

Policy

CORPORATE SPONSORS

The Bordentown Regional Board of Education desires to provide optimal financial support for the essential needs of its schools. To that end, the Bordentown Regional Board of Education recognizes that support can take shape in many forms. The Bordentown Regional Education Foundation is an example of an organization that can support the schools. Booster organizations are also means of support. Their role is outlined in board policy and regulation 1230 School Connected Organizations. Gifts, grants and bequests are another means of support (see board policy 3280 Gifts, Grants and Bequests). The board of education has also outlined guidelines for commercial endorsement (see board policy 1140 Distribution of Materials by Staff and Students) and special interest groups (see board policy 1314 Distribution of Materials to Students and Staff).

The Bordentown Regional Board of Education 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:

- A. Corporate involvement MUST support the goals and objectives of the district and its schools;
- B. Programs of corporate involvement must be structured to meet identified educational needs and must sponsored materials;
- C. be evaluated for educational effectiveness by the school district;
- D. School district should hold sponsored and donated material to the same standards used for the selection and purchase of curriculum materials;
- E. Corporate involvement programs should not limit the discretion of schools and teachers to the use of Sponsor recognition and/or corporate logos may be posted on school property but shall be limited to the identification of the sponsor and shall not contain other advertisement. All such logo and/or name placements will be approved with specific time frames and compensation outlined and approved through a recommendation by the superintendent, public discussion and approval by the board of education;
- F. In the event that there are competing proposals, the board's ad hoc financial committee will make a recommendation of action to the board;
- G. Public signs indicating the district's appreciation of an enterprise's support for education shall be permitted;
- H. Posting of signs or logos shall not be considered an endorsement of the product or service of a company;
- I. All public-private sector partnerships entered into by the school district shall be age appropriate and in the best interest of students;
- J. No student or staff member will be required to participate in surveys and/or focus groups as a condition of sponsorship. All federal guidelines regarding surveys will be enforced;
- K. All corporate sponsorship, regardless of amount, will be presented to the board of education for action; Partnerships exceeding \$2,500 shall be set forth in a written agreement, signed and approved by the board of education, the superintendent, or designee. The superintendent, or designee, shall present the partnership to the board of education at a public meeting for community input;
- L. All public-private sector partnerships shall be consistent with all labor contracts, competitive bid requirements and all applicable federal and state laws and district policy, rules and procedures;

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- M. Corporate sponsorship/recognition shall be reviewed on an annual basis;
- N. All privacy policies and laws shall be strictly implemented;
- O. All donated items shall become property of the board of education;
- P. No public-private sector partnership shall provide direct personal financial gain to district employees, students, parents, school board members, or immediate family.

Corporate sponsorships, in various forms, can be a means of support for school programs that also help alleviate expense to community members. It is essential that any and all such donations are accepted from organizations that do not conflict with the educational goals of the district. It is equally important that this policy be administered with the intention of fully protecting against the exploitation of student and staff and recognizing the fund raising needs of student groups and booster organizations.

Adopted: November 19, 2003
 Revised: November 2008
 NJSBA Review/Update: June 2014
 Readopted

Key Words

Special Interest Groups, Corporate Sponsors, Advertise, Advertiser, Advertisement, Promotional

Legal References:	<p><u>N.J.S.A.</u> 18A:11-1 General mandatory powers and duties <u>N.J.S.A.</u> 18A:20-34 Use of schoolhouse and grounds for various purposes <u>N.J.S.A.</u> 18A:36-34 Written approval required prior to acquisition of certain survey information from students <u>N.J.S.A.</u> 18A:42-4 Distribution of literature as to candidacy, bond issues or public question to be submitted at election; prohibited <u>N.J.S.A.</u> 19:34-6 Prohibited actions in polling place on election day, exception for simulated voting <u>N.J.S.A.</u> 19:34-15 Electioneering within or about polling place; disorderly persons offense <u>N.J.S.A.</u> 19:44A-19.1 Solicitation on state owned property prohibited; certain circumstances <u>N.J.S.A.</u> 26:3D-55 <i>et seq.</i> <u>New Jersey Smoke-Free Air Act</u> <u>N.J.S.A.</u> 18A:54-20 Powers of board (county vocational schools) <u>N.J.A.C.</u> 6A:26-12.2(a)4 Policies and procedures for school facility operation</p>
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20 U.S.C.A. 4071 – 4074 – Equal Access Act

34 CFR 98.1 - Pupil Protection Rights Amendment

Possible

Cross References:	<p>*1100 Communication with the public *1140 Distribution of materials to students and staff *1230 School-connected organizations *1314 Solicitation *1315 Distribution of materials to students and staff *1330 Use of school facilities *3280 Gifts Grants and Bequests 5136 Fund-raising activities *6142.10 Internet safety and technology</p>
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*Indicates policy is included in the Critical Policy Reference Manual.