

6162 - Corporate Sponsorships

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 “corporate sponsor”, for the purposes of this Policy, is a non-school sponsored person and/or organization, excluding a parent-teacher organization (PTO/PTA), that offers to provide support to the school district through financial or material means in exchange for recognition and/or acknowledgement of the corporate sponsor or the corporate sponsor’s designee.

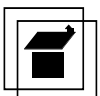
The Board believes school-community relationships based on sound principles and community input can contribute to maintaining and improving high quality education programs and facilities. Corporate sponsorship activities that are consistent with the goals and objectives of the school district may be 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 and/or undue influence.

Corporate Sponsorship Proposals

A potential corporate sponsor must submit a written corporate sponsorship proposal to the Superintendent. An organization’s sponsorship activity may include, but is not limited to, financial support to a school curricular or extra-curricular activity or program, 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 may acknowledge the organization’s contribution to the school district. Acknowledgements identifying the sponsor shall not be considered the district’s endorsement of the products or services of a company.

The Board reserves the right to terminate the sponsorship of ongoing curricular or extracurricular programs at any time, or of any sponsorship for cause, in accordance with provisions agreed upon by the Board and the sponsor.



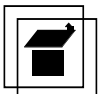
Therefore, all corporate sponsorship proposals must include provisions for such termination, which may include the return of any funding, goods, and/or services provided to the district.

The corporate sponsorship proposal shall include:

1. The specific sponsorship activity;
2. A statement delineating how the sponsorship activity would enhance the district's curricular or extra-curricular goals for its students;
3. The proposed time period/duration of a curricular or extracurricular activity;
4. An estimate of present and future expenses the district could reasonably expect to incur as a result of the activity;
5. A statement of requested acknowledgements to donors, the requested duration of time for such acknowledgements and, if applicable, a conceptual rendering of anticipated recognitions, including location and projected size;
6. The terms of termination in the event the Board decides to terminate such corporate sponsorship, including an acknowledgement of the Board's right of termination for cause, whether of an entire sponsorship or of any individual component of that sponsorship;
7. A statement that the return of any benefits in support of an ongoing curricular or extracurricular activity 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 corporate sponsorship proposal approved by the Board; and
8. Any other reasonable information requested by the Board in consultation with the Superintendent.

The Board shall respond with any prospective changes requested to a corporate sponsorship proposal within thirty (30) days of receipt of a completed sponsorship proposal. The consideration of a corporate sponsorship proposal should not exceed ninety (90) days, unless a time extension is mutually agreed between the Board and the corporate sponsor.

Once approved by the Board in open public session, the sponsorship proposal will be considered an agreement between the Board and corporate sponsor, and the terms contained therein modifiable only by mutual agreement of the Board and the corporate sponsor and by formal Board vote.



Should the nature or scope of the projected activity be modified by the sponsor after Board approval of the corporate sponsorship proposal, an amended proposal must be presented to the Board.

In the event that fund-raising efforts for an approved proposed sponsorship activity are sustained over a period beyond six (6) months, the Superintendent will provide regular updates on progress to the Board and the public.

Board Approval of Corporate Sponsorship Activities

All corporate sponsorship proposals must be approved by the Board in a public meeting and such approval reflected in the minutes. No corporate sponsor shall be approved by the Board unless the terms and obligations of this Policy are complied with by the candidate corporate sponsor.

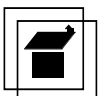
In the event there are competing proposals for the same or similar sponsorship, the Board President will designate an Ad Hoc Board Committee to review the Superintendent's recommendation to the Board. All corporate sponsorship proposals recommended by the Superintendent will be discussed at a public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

Duration of Corporate Sponsorship Activities

Corporate sponsorship of ongoing curricular and/or extracurricular programs and activities shall not exceed 24 months in duration and will not be approved by the Board in excess of 24 months. At the conclusion of this 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 24-month period. 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 Corporate Sponsorships

Any sponsored or donated material, equipment, personal property or other benefit derived by the district through corporate sponsorships will be held to the same standards used for district purchases. Corporate sponsorship proposals



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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 corporate 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: 28 January 2008

