

# POLICY

## Queen Anne's County Public Schools

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| POLICY TITLE:<br>Private/Corporate Sponsorship and Naming Rights                 |  |
| ADOPTION/EFFECTIVE DATE:<br>November 7, 2012                                     |  |
| POLICY/PROCEDURE MANUAL SUMMARY CATEGORY:<br>Facilities Planning and Development |  |
| Amendment:   |  |

### A. Purpose:

To provide an opportunity for corporations, private citizens and groups to name all or a portion of a public school or school system facility in Queen Anne's County for a fee.

### B. Policy Statement:

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

### C. Rationale:

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. Private/corporate sponsorship activities that are consistent with the goals and objectives of the school system 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.

### D. Definitions:

1. A "public school" is a building or structure where instruction is conducted or school sanctioned events take place.
2. A "school system facility" is a building or structure where the business of the school system is conducted.
3. A "private/corporate sponsor", for the purposes of this Policy, is a non-school sponsored person and/or organization that offers to provide support to the school district through financial or material means in exchange for recognition and/or acknowledgement.

## **E. Implementation:**

### *1. Private/Corporate Sponsorship Proposal*

A potential sponsor must submit a written sponsorship proposal to the Superintendent. An organization's sponsorship activity may include but is not limited to, financial support to a school curricular, co-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 sponsorship.

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

The Board reserves the right to terminate the sponsorship at any time. Therefore, all 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 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 or 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 by the Board.

### *2. Sponsorship Restrictions*

A proposal for sponsorships will not be accepted if the proposal involves or gives the appearance of involving any of the following activities:

- a. Promotes hostility or violence,
- b. Discriminates against any group,
- c. Promotes the use of drugs, alcohol, tobacco or firearms,
- d. Violates any portion of the Board Policy "Student Nutrition, Health and Wellness,"
- e. Promotes sexual, obscene or pornographic activities, and
- f. Promotes any image that is not in keeping with the goals and purposes of the Queen Anne's County Public Schools as determined by the Superintendent or Superintendent's designee.

### *3. Board Approval of Private/Corporate Sponsorship Activities*

All sponsorships must be approved by the Queen Anne's County Board of Education.

*4. Duration of Private/Corporate Sponsorship Activities*

A sponsorship shall not exceed mutually agreed upon terms of the project duration. There shall be no expectation a 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.

*5. Acceptance of Private/Corporate Sponsorships*

Any sponsored or donated material, equipment, personal property or other benefit derived by the district through sponsorships will be held to the same standard used for school system purchases. Sponsorship proposals that provide gifts, grants, and donations to the school system shall be accepted in accordance with the provisions of the school system policy.

*6. Applicable Laws*

All sponsorship proposals presented to 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.