

Item: F-3

SANTA ROSA CITY SCHOOLS
Office of Assistant Superintendent, Curriculum & Instruction 7-12

**CORPORATE SPONSORSHIP AND FACILITY NAMING RIGHTS POLICY
(SECOND READING)**

September 9, 2009

ISSUE

The Board may choose to adopt a policy to accept financial contributions from corporations or private citizens in exchange for facility naming rights or other public recognition.

PREVIOUS BOARD ACTIVITY

- August 12, 2009 Board of Education agreed to have discussion on potential policy that would allow major corporate or private contributions in exchange for public recognition, including facility naming rights.
- August 26, 2009 Board of Education had discussion and provided input on policy language regarding corporate or private sponsorship in exchange for public recognition, including facility naming rights.

EXHIBITS

- Pages 1-2 Proposed Board Policy 7310.10 on Corporate/Private Sponsorship
- Pages 3-4 Proposed Administrative Regulation 7310.10, outlining procedures for Corporate/Private Sponsorship proposals

DISCUSSION

The connection of our Career Technical Education programs with local and national industry partners has provided the opportunity for corporate sponsorship of programs and facilities. Corporate sponsorship has the potential to bring larger contributions than the regular fund raising efforts of teachers and school sites. Corporate and private donors may also ask to have programs or facilities named for them in exchange for the sponsorship. While the opportunity may be more prevalent in CTE programs, it may occur in other areas of the academic and enrichment environments, or in community outreach materials.

FISCAL, STAFFING, AND FACILITIES ISSUES

- Fiscal: It is unknown at this time what fiscal impact major corporate/private contributions will have on Santa Rosa City Schools education and enrichment programs. Having corporate partners will provide an advantage in acquiring grant funds for programs and facilities, as many of the funding sources require a local district or business match.
- Staffing: There are no staffing issues associated with adopting this policy.
- Facilities: There is the potential to have facilities or programs named for corporate/private sponsors.

ALTERNATIVES TO RECOMMENDATION

Change language in the policy to allow some, but not all of the activities regarding corporate and private sponsorship in exchange for naming rights or public recognition.

SUPERINTENDENT RECOMMENDATION

The Superintendent recommends adoption of the policy on Corporate Sponsorship and Naming Rights.

PROPOSED MOTION:

It was moved by _____ and seconded by _____ that the Board of Education adopt the policy on Corporate Sponsorship and Naming Rights as presented herein.

Report prepared by Nancy Miller, Director Career Pathways and Community Outreach

Corporate Sponsorship and Naming Rights

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 that offers to provide support to the school district through financial or material means in exchange for recognition and/or acknowledgement.

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.

A. 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 co-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 will appropriately acknowledge the organization's contribution to the school district. The acknowledgment may include a public address announcement at an activity, signage at the activity or on school grounds, or through other reasonable means. Posting of signs identifying the sponsor shall not be considered the district's endorsement of the product or service of a company.

The Board reserves the right to terminate the sponsorship at any time. 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 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 corporate sponsorship. The return of 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 corporate sponsorship proposal approved by the Board.

B. Sponsorship Restrictions

Proposals for corporate or other private sponsorship will not be accepted if the proposal involves or gives the appearance of involving any of the following activities:

1. Promotes hostility or violence.
2. Discriminates against any group.
3. Promotes the use of drugs, alcohol, tobacco, or firearms.
4. Violates any portion of Board Policy 5030(a): *Comprehensive Health Education and Wellness*, or its goals.
5. Promotes sexual, obscene or pornographic activities.
6. Promotes any image that is not in keeping with the goals and purposes of the Santa Rosa City Schools District as determined by the Superintendent or Superintendent's designee.

C. Board Approval of Corporate Sponsorship Activities

All corporate sponsorship proposals must be approved by the Board of Education.

D. Duration of Corporate Sponsorship Activities

A corporate sponsorship shall not exceed mutually agreed upon terms of the project duration. 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.

E. 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 that provide gifts, grants, and donations to the school district shall be accepted in accordance with the provisions of district policy.

F. Applicable Laws

All corporate 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.

Corporate Sponsorship and Naming Rights

The Board of Education recognizes that private corporate sponsorship of educational programs and activities may support and enhance curricular and co-curricular experiences for students. For that reason, the District may enter into corporate sponsorship agreements under the appropriate conditions.

Corporate sponsorship must be seen as an enhancement to the education of students. Corporate sponsorship should not be relied upon for ongoing program costs, or as the major source of funds for a specific educational program or activity.

All potential corporate sponsorships must be submitted in a comprehensive written proposal to the Superintendent. The Superintendent, or designee, is responsible for gathering all information and documentation related to any potential commercial or promotional sponsorship and ensuring that all proposals are reviewed by business and legal representatives of the district before presenting that information to the Board of Education. The Board of Education shall review every proposal for corporate sponsorship and retains the sole right to accept or reject any corporate, commercial or promotional sponsorship proposal.

Proposals for commercial or promotional sponsorship shall include the following:

1. A detailed outline of the proposed sponsorship activity, including how the sponsorship will increase student participation in educational or extra-curricular activities, or how students would otherwise benefit from the sponsorship.
2. A guarantee of the monetary value to be received by the district as a result of the sponsorship.
3. A statement defining the duration of the sponsorship.
4. A statement clearly defining the specific roles, expectations, responsibilities and rights of the corporate sponsor and the district, including whether the corporate sponsor intends to advertise in connection to the sponsorship and the extent to which district facilities and students will be used as part of that advertising.
5. A statement clearly defining whether the sponsorship creates any exclusive rights for the sponsor or district, and if such rights are created, the extent of those rights. If no exclusive rights are created, the sponsorship will not limit the district in the use of sponsored or non-sponsored materials.
6. A statement that the Board of Education and the Superintendent, or designee, must approve the identification of the district as a cosponsor in all publicity materials and

retain the exclusive right to authorize use of its name, logo, school facilities, or other similar information in all media forms.

7. A statement that the sponsor will comply with all state and federal laws and regulations, local ordinances, Board of Education policies and regulations, and all pre-existing district contracts.
8. A statement disclosing any relationship between the sponsor, any of its employees or major stockholders, and any student, district employee, the Superintendent or any member of the Board of Education.
9. A statement that participation of students and district employees in activities established pursuant to corporate sponsorships will be voluntary and that no sponsorship will exploit students, district employees or members of the Board of Education. Market research or other opinion survey requirement as a condition of corporate sponsorship will be strictly prohibited.
10. A statement indicating that no image of students or district employees will be used by the sponsor without prior knowledge and written consent of the student, their parent or guardian if a minor, or district employee.
11. A statement outlining termination rights, including the sole right of the Board of Education to terminate the sponsorship without prior notification or penalty, if it is determined by the Board of Education that the sponsorship is negatively impacting students' education or educational environment.
12. A statement that sponsors are not allowed to collect information about students or district employees, such as name, address, phone numbers, or e-mail addresses as a result of any activity related to the sponsorship.
13. A statement that any curricular materials to be used in sponsored programs must be developed by or in conjunction with appropriately credentialed district employees and approved by the Board of Education. All curricular materials developed pursuant to the sponsorship will remain the property of Santa Rosa City Schools. The Board of Education shall retain the discretion on how or whether to integrate commercially provided material or curriculum into program courses.

The Superintendent, or designee, shall conduct an annual review of corporate sponsorships to ensure that they continue to meet the educational goals and philosophies of the Board of Education, and are not in violation of any state and federal laws and regulations, local ordinances, Board of Education policies and regulations, or any pre-existing district contracts.