

Sponsorships and School Business Partnerships

The West Fargo Public School District will encourage corporate sponsorship programs designed to provide a mutually beneficial relationship between the district and the business community. It is the goal of such programs to achieve additional revenues to support the district programs and events in a manner that will limit the commercial exposure associated with this program to locations of major activities such as stadiums, fields, theaters, and gymnasiums where public events occur.

All sponsorship contracts will allow the district to terminate the contract if it is determined by the district that the continuation will have an adverse effect on students.

Appropriate opportunities for these activities could include:

- Naming of facilities (e.g. stadiums, fields, theaters, libraries, gymnasiums) – The minimum amount of financial support to name a facility will be twenty five percent (25%) of the cost of the project.
- Fixed signage (separate from or attached to scoreboards or recognition boards) - Signage may be permanent or for a fixed period of time depending on the financial contribution and the terms established by the district.
- District level projects/events – The minimum level of financial support to name a project or event will be fifty percent (50%) of the cost of the project or event.
- Individual school projects/events– The minimum level of financial support to name a project or event will be fifty percent (50%) of the cost of the project or event.
- District level publications – Advertisements supporting a publication will be sold at rates determined by the district.
- Individual school publications – Advertisements supporting a publication will be sold at rates determined by the district.
- Scholarships- Scholarships will be established through the West Fargo Public Schools Foundation and the rules established by the Foundation will apply to the scholarship fund.
- Advertisement - Advertisement by businesses, if approved by the district, will be limited to the business name and logo. The Superintendent will approve size and location of the signage.

This sponsorship will not:

- Override school district identity
- Inhibit the functioning of the school district or individual schools
- Use any district logo without prior approval
- Allow advertising of alcohol, tobacco, firearms, or products that create community concern in school buildings, on school property, at school functions on district property and in all school publications. This includes clothing that advertises these products.
- Accept any gifts (such as curriculum, book covers, speakers, etc.) or funds from these industries without consideration for the message and the intent of these gifts.

The district reserves the right to accept or reject each sponsorship request on an individual basis. Consideration will be given to the size of the recognition, the length of time of the sponsorship, the financial contribution and payment schedule for the sponsorship activity. The Superintendent shall approve sponsorships of less than \$25,000. The Board of Education shall approve sponsorships in excess of \$25,000 and those which involve naming of facilities and shall serve as the source of appeal in the event a sponsorship request is denied administratively.

Adopted: 02/25/13

Reviewed:

Revised:

