

SPONSORSHIP
Administrative Rule

Process:

1. The applicant shall choose a package that they feel meets their need; or they may make a proposal for a sponsorship that better suits their desires, provided such a proposal is consistent with the District's educational mission and goals and meets the requirements of Board policy #841 and this rule. The funds associated with the package may be designated by the applicant as "Reserved" or "Unreserved" as follows:
 - a. Reserved – Applicant desires that the funds from the sponsorship be used only for the program or facility associated with the sponsorship (e.g. funds from a sponsorship on a softball scoreboard would be used to benefit the softball facility and scoreboard maintenance).
 - b. Unreserved – Applicant has no desire to designate how the funds from the sponsorship should be used. These funds would then be distributed for projects or programs throughout the District via an application process from the site or program that desires to use the funds (e.g. Levi Leonard Elementary School would like new playground equipment, so they would submit an application to use some of the unreserved funds for that purpose).
2. The applicant shall complete the application form and submit it to the Business Manager. A copy of the advertisement, logo, or sample marketing materials must be submitted along with the application by either June 1 or December 1 to be considered. However, the Committee has the discretion to meet more frequently as needed. The Business Manager shall note on the application the date and time received.
3. The sponsor shall meet with the Business Manager and other pertinent District staff prior to the Sponsorship Advisory Committee meeting to gain a better understanding of the sponsor's proposal and intentions prior to advancing the proposal to the Committee.
4. The Advisory Committee as designated below will meet twice per year in June and December to recommend approval or denial of the applications and attached materials. All agreements will be forwarded to the Board of Education for consideration upon the recommendation of the Advisory Committee. Should multiple applicants select the same sponsorship, the Committee may consider the applications on a first come, first served basis if all other factors are equal.
5. All sponsorship agreements and naming rights opportunities shall be subject to review by legal counsel and bond counsel before approval. If a Sponsorship agreement and/or naming rights opportunity will affect facilities that are bond financed, the Board must ensure compliance with Federal tax rules and regulations regarding tax-advantaged bond financings.
6. Once the application has been reviewed and accepted, the applicant will be contacted to execute the Agreement, to pay all deposits or fees due, and to provide any other materials or information that may be needed by the District to implement the sponsorship.
7. Once the Agreement has been executed and all fees have been received, the District will begin the process of implementing the agreed upon sponsorship.