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**STATE COLLEGE AREA SCHOOL DISTRICT
PANORAMA VILLAGE ADMINISTRATIVE CENTER**

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Date: March 4, 2019

To: Board of School Directors

From: Robert J. O'Donnell, Randy L. Brown and Linda Pierce

Re: New Policy, 913.4, Advertising and Sponsorships

We are recommending approval of a new policy, 913.4, Advertising and Sponsorships.

Following Board review on February 4, 2019, the Policy Development Committee again discussed the draft policy, including the suggestions made on February 4. The attached draft includes the most recent revisions resulting from those discussions.

We will be present for any questions you may have.

Thank you.

STATE COLLEGE AREA SCHOOL DISTRICT

SECTION: Community
TITLE: Advertising And Sponsorships
NUMBER: 913.4
ADOPTED: New Policy
STATUS: Draft - March 4, 2019

Purpose

The Board's commitment to the District's educational mission includes providing co-curricular and extra-curricular opportunities for all students. This policy provides the process by which non-traditional funding sources can be identified, permitting the District to increase opportunities for students. In all such activities, the Board will make a conscientious and consistent effort to reinforce their commitment to the District's educational mission.

Authority

The development of commercial partnerships and acceptance of goods, services, and/or financial support through permitted advertisements, sponsorships, and related activities must be continuously balanced with our commitment to educational integrity and quality. Therefore, all commercial partnerships, sponsorships, advertising agreements (including those which are fixed-term/temporary), and any related activities require prior Board approval.

Locations for advertisements and sponsorships are limited to District event spaces, including but not necessarily limited to:

- *Memorial Field*
- *Community Field*
- *Community Field Tennis Courts*
- *South Track*
- *North Turf Field*
- *Natatorium*
- *High School Gymnasiums*
- *Auditorium/Performing Arts Spaces*

When events occur in spaces not listed above, the display of advertising and sponsorships will be limited to the duration of the event. Exceptions may be made when an event or gift necessitates promotion beyond these restrictions.

Use of the name, nickname, and/or logo of the District in an advertisement or other commercial application or production is not permitted without the prior approval of the Superintendent or designee.

Booster Club guidance is provided in Policy 915, Booster Organizations and/or Clubs; and, Administrative Regulation 915R, Guidelines for Booster Organizations and/or Clubs.

Definitions

Sponsorship - A relationship between an individual or business and a specific District program or event host in which agreed-upon public acknowledgement is provided in exchange for a monetary or in-kind donation. Public acknowledgement is limited to the duration of the event or another well-defined time period. Generally, sponsorship funds directly benefit a designated program or event.

Advertising - A relationship between an individual or business and the District in which the individual or business purchases space or time from the District with the goal of promoting the business, its products, or services. Generally, revenue generated will be directed to the General Fund and utilized for student needs defined by the District.

Delegation of Responsibility

The Board hereby delegates to the Superintendent or designee the authority and responsibility of district-wide arrangements which includes negotiating sponsorship and advertising contracts on behalf of the District; establishing specifications for signs authorized by this policy; and, establishing guidelines for the number and locations of signs that may be posted. The Superintendent or designee shall have no authority to permit anything that is prohibited by this policy and this policy's related guidelines.

The Superintendent or designee shall develop and implement procedures regarding the development of commercial partnerships and acceptance of goods, services, and/or financial support. Where revenue is directed to the general fund, the Superintendent or designee will develop and implement procedures to determine how revenue is directed to particular student needs. The Superintendent or designee will present annual updates to the Board on commercial relationships, the resulting income, and its allocation.

References:

**School Code - [24 P.S. 510](#)
[24 P.S. 511](#)**

See also:

913.4R - Advertising and Sponsorships - Administrative Regulation

915 - Booster Organizations and/or Clubs

915R - Booster Organizations and/or Clubs - Administrative Regulation