



SD42 POLICY 10900

CORPORATE SPONSORSHIP, PARTNERSHIPS, AND ADVERTISING

PHILOSOPHY

The Board of Education recognizes that community partnerships can enhance learning opportunities for students. From time to time, corporations, businesses, and service organizations may wish to support schools through financial or material contributions. The Board welcomes these opportunities when they align with the district's vision, mission, and values, and when they contribute meaningfully to student success and well-being. The Board encourages the development of transparent, equitable, and sustainable partnerships between schools and community organizations, including businesses, that strengthen public education and benefit the school community.

AUTHORITY

The Board assigns the responsibility for the implementation of this policy to the Superintendent of Schools and authorizes them to establish procedures that will guide the implementation of this policy.

The Superintendent of Schools shall report to the Board of Education on significant sponsorship or partnership agreements as appropriate.

GUIDING PRINCIPLES

Corporate sponsorships, partnerships, and advertising within the district shall:

1. Enhance student learning, well-being, or the overall educational experience.
2. Align with the district's vision, mission, values, and strategic goals.
3. Comply with ethical standards, are free from actual or perceived conflicts of interest, and do not compromise the impartiality of decision-making.
4. Promote equity, inclusion, and accessibility for all learners, ensuring no student or school community is disadvantaged, or stigmatized.
5. Follow transparent processes with clear documentation, defined terms, and appropriate oversight by district administration.
6. Require Board of Education approval when the cumulative value of a sponsorship, partnership, or donation exceeds \$25,000, or when the nature of the contribution warrants Board consideration.
7. Require Board of Education approval for permanent and/or high-profile naming opportunities associated with financial or in-kind contributions in accordance with [Board Policy 6600: Naming of School District Facilities](#).
8. Ensure recognition of donors or sponsors is carried out in a manner that is dignified, modest, factual, and reflects if the donor's preference regarding public recognition.

DEFINITIONS

- Sponsorship – A financial or in-kind contribution from an external organization or individual in exchange for limited recognition, with no expectation of direct commercial benefit or influence.

- Partnership – A collaborative arrangement between the district and an external organization to advance shared educational or community goals, typically formalized through a memorandum of understanding.
- Advertising – Any paid message, display, or communication promoting a product, service, or organization within district facilities, publications, or digital platforms.

DRAFTED: March 2026

Proposed New Policy