

The Board recognizes and appreciates the financial support received from federal and state funding sources and from local taxpayers. In addition, the Board recognizes and appreciates the contributions of the AUHSD Foundation (Foundation) in its efforts to raise funds to enhance the learning experience for all students by monetary and in-kind donations leading to structured programs in sports, academics, and the arts.

With the assistance of the Foundation, the Board desires to expand revenue sources for the financial needs of the school district and encourages financial support to the District from non-school sponsored organizations. A "corporate sponsor" (hereafter referred to as sponsor), for the purposes of this policy, is a non-school sponsored person, organization, business, or entity that offers to provide support to the 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, as well as improving high quality educational programs and facilities. The Foundation, through the Superintendent or designee or in conjunction with the Superintendent or designee, may present to the Board a request to consider a corporate sponsorship ("sponsorship") opportunity that is consistent with the goals and objectives of the District. The Board may review the request to ensure that the opportunity is consistent with goals and objectives of the District, benefits students within the District, and protects the District's name, protects the school sites, and does not exploit students, staff, parents, or the community.

1. Sponsorship Proposals

A potential sponsor must submit a written proposal to the Superintendent. A sponsorship activity may include, but is not limited to, financial support to a school's curricular, co-curricular, or extra-curricular activity or program, a school or District facility improvement, and/or a school assembly program. No student or staff member will be required to participate in surveys and/or focus groups as a condition of a sponsorship.

In appreciation for such sponsorship, the District will appropriately acknowledge the sponsor's contribution to the school or District. The acknowledgement may include, but is not limited to, 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 the sponsor.

2. Sponsorship Agreements

Should the Board approve a sponsorship proposal, the District and the sponsor shall enter a sponsorship agreement that outlines the terms and conditions of the

sponsorship and is consistent with Board Regulation. The Board reserves the right to terminate the sponsorship at any time. Therefore, all sponsorship agreements will include provisions for termination without cause, which may include the return of any funding, goods, and/or services provided to the District. The sponsorship proposal shall include at a minimum of the specific sponsorship activity, the proposed time period/duration of the activity, and the requested acknowledgement. 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 sponsorship agreement that is approved by the Board.

3. Sponsorship Restrictions

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

1. Promoting hostility or violence.
2. Discriminating against any group.
3. Promoting the use of drugs, alcohol, tobacco, or firearms.
4. Violating any portion of Board Policy 5405(a): *Student Wellness*, or the goals outlined therein.
5. Promoting sexual, obscene, or pornographic activities.
6. Promoting any image that is not in keeping with the goals and purposes of the Anaheim Union High School District as determined by the Superintendent or designee.

4. Board Approval of Corporate Sponsorship Activities

All sponsorship proposals must be presented to the Board for initial discussion and tentative approval. Upon the Board's direction, staff will develop a written sponsorship agreement that will be brought to the Board for final approval before any sponsorship activity occurs.

5. Duration of Corporate Sponsorship Activities

A sponsorship shall not exceed mutually agreed upon terms of the project duration. There shall be no expectation that a sponsorship will be renewed beyond the Board approval dates. There shall be no limit to the number of times the Board approves an updated sponsorship agreement.

6. Acceptance of Corporate Sponsorships

Any sponsored or donated material, equipment, personal property, or other benefit derived by the District through sponsorships will be held to the same standards used for district purchases. Sponsorship agreements that provide gifts, grants, or donations to a school or the District shall be accepted by the Board in accordance with the provisions of District policy. The intent of the sponsor shall be considered, but the final decision on how gifts, grants, or donations are used

is within the discretion of the District.

7. Applicable Laws

All sponsorship agreements 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.

Board of Trustees:

Approved: October 10, 2013

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

A sponsorship must enhance the educational experience for students. 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 sponsorships must be submitted in a comprehensive written proposal to the Superintendent. The Superintendent, or designee, shall gather all information and documentation related to any potential sponsorship and shall ensure that all proposals are reviewed by business and legal representatives of the District before presenting to the Board. The Board shall review every proposal, or agreement for sponsorship and retains the sole right to accept or reject any corporate, commercial or promotional sponsorship proposal.

Proposals for 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 durations of the sponsorship.
4. A statement clearly defining the specific roles, expectations, responsibilities, and rights of the sponsor, as well as the District, including whether the 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 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 policies and regulations, as well as 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.
9. A statement that participation of students and District employees in activities established pursuant to sponsorships will be voluntary and that no sponsorship will exploit students, parents, District employees, the community, or members of the Board. Market research or other opinion survey requirement as a condition of 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 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 names, addresses, phone numbers, or email addresses as a result of any activity related to the sponsorship.
13. A statement that any curricular materials to be used in sponsorship 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 Anaheim Union High School District. The Board shall retain the discretion on how, or whether to integrate commercially provided material, or curriculum into program courses.
14. A statement that the sponsor acknowledges that gifts, grants, or donations provided to a school or the District shall be accepted by the Board in accordance with the provisions of District policy. The intent of the sponsor shall be considered, but the final decision on how gifts, grants, or donations are used is within the discretion of the District.

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

Board of Trustees:

Approved: October 10, 2013

Anaheim Union High School District