

BOARD OF EDUCATION

Cherry Hill, New Jersey

POLICY 3280.1

SPONSORSHIP IN SCHOOLS

The Cherry Hill Board of Education desires to provide optimal financial support for the essential needs of its schools. We are grateful to sponsors who choose to donate to our schools to enhance the Board's programs. To that end, the Cherry Hill Board of Education recognizes that school-business relationships based on sound principles and community input can contribute to high quality education. Positive school-business relationships should be ethical and structured in accordance with the following:

1. Sponsor involvement must support the goals and objectives of the district and its schools.
2. Programs of sponsor involvement must be structured to meet identified educational needs, and must be evaluated for educational effectiveness by the school district.
3. Schools should hold sponsored and donated materials to the same standards used for the selection and purchase of curriculum materials.
4. Sponsor involvement programs should not limit the discretion of schools and teachers in the use of sponsored materials.
5. Sponsor recognition and logos may be posted on school property, channel 19, and/or the district website but shall be limited to the identification of the sponsor and the business' location and shall not contain other advertisement. Public signs indicating the district's appreciation of an enterprise's support for education shall be permitted for a period of no more than 45 days; those in place for a period greater than 45 days require approval from the Superintendent or designee. Other forms of sponsorship recognition shall be permitted with the consent of the Board of Education.
6. All public-private sector partnerships entered into by the school district shall be age appropriate and in the best interest of students.
7. If the economic benefit from any partnership exceeds \$10,000 to the school or district, the partnership must be set forth in a written agreement, signed and approved by the Superintendent, or designee. The Superintendent, or designee, shall present the partnership to the Board of Education at a public meeting for community input.
8. Sponsor requests for naming rights for school district property shall be considered by the Board of Education under Policy 7530: Naming Facilities – Names on Buildings and Plaques
9. All public-private sector partnerships must be consistent with all labor contracts, competitive bid requirements and all applicable Federal, State and District laws, rules and regulations.

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10. The school district shall not enter into any contract for electronic media services, where the providers of such services collect personal information from the students in question. Personal information includes, but is not limited to, the student's name, telephone number and home address.
11. No students will be used as agents for any district wide vendors in an exclusive arrangement to sell products or services to the community at large.
12. Sponsorship/recognition will be reviewed on an annual basis.
13. The school district will purchase no curriculum materials that contain promotional information about a company that is irrelevant to the lesson being taught in the content of the curriculum.
14. The sponsor, for the purpose of advertising brand name products to students, shall not release a list of student names and/or addresses and telephone numbers.
15. The district, for the purpose of advertising brand name products to students, shall not release a list of student names and or addresses and telephone numbers.

Cross Reference: Policy 3280.2: School/Business/University Partnerships and Receipt of Gifts
 Policy 7530: Naming Facilities – Names on Buildings and Plaques

Legal References:

<i>N.J.S.A. 18A:6-33.1 through -33.12</i>	<i>Grant program; innovative educational ideas and techniques...</i>
<i>N.J.S.A. 18A:20-4</i>	<i>Acceptance and use of gifts</i>
<i>N.J.S.A. 18A:20-11 through -16</i>	<i>Property devised in trust</i>
<i>N.J.S.A. 18A:29A-1 through -7</i>	<i>Governor's Annual Teacher Recognition Act</i>
<i>N.J.S.A. 18A:71-27</i>	<i>Higher education; scholarship funds; establishment; administration</i>
<i>N.J.A.C. 6:22-2.1</i>	<i>Approval of land acquisition</i>

Approved: 1/23/01
Revised: 2/3/04,12/19/06