

Business and Non-Instructional Operations**Advertising in Schools****Community Sponsorship**

The Board of Education permits the Director of Business Services/Human Resources or designee to allow for private and commercial sponsorships, both full and partial, of its programs and services, in addition to other district-approved fundraising initiatives. Sponsorships may not be accepted from any business or organization that:

1. Has as its primary function the sale or distribution of alcohol, tobacco products, or controlled substances or products or items which are inappropriate for school age children.
2. Which by name and/or purpose exploits any race, gender, age, disability, or national origin group.
3. Represents a particular religion or political party.

Depending on the type and amount of sponsorship support offered, the Director of Business Services/Human Resources or designee, with approval of the Superintendent, may enter into agreements which include, but are not limited to:

1. Adding the sponsor's name to the title of the program in all appropriate Watertown Unified School District literature. (ie. Watertown Unified School District/sponsor program).
2. Using the sponsor's name on staff and/or participant apparel. (ie. tee shirts, caps, jackets).
3. Providing for in-kind support of Watertown Unified School District's programs and services through advertising and promotions. (ie. radio and television spots, special events or products).
4. Providing sponsorship signage at program sites. (ie. banners, placards).

At the time a private or commercial sponsorship is being contemplated, the Board of Education will be informed.

Cross Reference: Policy 1331.2, Community Sponsorship

Legal Reference: Section 118.12, Wisconsin Statutes

Policy Approved: April 26, 2007