

CORPORATE SPONSORSHIP IN SCHOOLS

The Medford Lakes Board of Education desires to provide optimal financial support for the essential needs of its schools. To that end, the Medford Lakes Board of Education recognizes that support can take shape in many forms. The Medford Lakes Education Foundation is an example of an organization that can support the schools. Gifts, grants and bequests are another means of support. Guidelines are outlined in Policy 3280. The board of education has also outlined guidelines for commercial endorsement in Policy 3282.

The Medford Lakes 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. Corporate involvement **MUST** support the goals, objectives, educational mission of the district and its schools.
2. Programs of corporate involvement must be structured to meet identified educational needs and must be evaluated for educational effectiveness by the school district.
3. School district should hold sponsored and donated material to the same standards used for the selection and purchase of curriculum materials.
4. Corporate involvement programs should not limit the discretion of schools and teachers to the use of sponsored materials.
5. Sponsor recognition and/or corporate logos may be posted on school property but shall be limited to the identification of the sponsor and shall not contain other advertisement. All such logo and/or name placements will be approved with specific time frames and compensation outlined and approved through a recommendation by the Superintendent, and approval by the board of education.
6. In the event that there are competing proposals, the Superintendent will make a recommendation of an action to the Board.
7. Public signs indicating the district's appreciation of an enterprise's support for education shall be permitted per policy 3282.
8. Posting of signs or logos shall not be considered an endorsement of the product or service of a company.
9. No student or staff member will be required to participate in surveys and/or focus groups as a condition of sponsorship. All federal guidelines regarding surveys will be enforced.

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. All corporate sponsorship, regardless of amount, will be presented to the Board of Education for action.
12. All privacy policies and laws shall be strictly implemented.
13. All donated items shall become property of the Board of Education.
14. Corporate sponsorships, in various forms, can be a means of support for school programs that also help alleviate expense to community members. It is essential that any and all such donations are accepted from organizations that do not conflict with the educational goals of the district. It is equally important that this policy be administered with the intention of fully protecting against the exploitation of students and staff and recognizing the fundraising needs of student groups and booster organizations.

**Date reviewed: December 17, 2003, January 21, 2004; January 19, 2011**

**Date Adopted: March 23, 2011**

**Cross Reference:**

- \*1314 Fundraising by outside organizations
- \*5136 Fundraising Activities
- \*3280 Gifts, grants, and bequests
- \*3282 Commercialism in schools