SUBJECT: CORPORATE SPONSORSHIPS

The Board of Education recognizes the benefits that may be obtained by entering into agreements with a "corporate sponsor." A "corporate sponsor," for the purposes of this policy, is defined in accordance with Commissioner Regulations as "the sponsorship or the underwriting of an activity on school premises which does not involve the commercial promotion of a particular product or service."

Corporate sponsorships may be recommended by the Superintendent of Schools and, depending on the dollar value of the corporate contribution, may be subject to approval by the Board of Education in accordance with the District procurement policy. Corporate sponsorships are evaluated on a case by case basis in accordance with the principles established by the Board of Education.

The Board of Education will carefully consider whether the commercial aspects of a corporate sponsorship are an acceptable influence on students. The School Board recognizes and understands its fiduciary responsibility to weigh all considerations and decide whether such arrangements are in the best interests of the children they are obligated to educate, nurture and protect.

Any agreement entered into by the District and a corporate sponsor should be in accordance with the following principles:

a) Consistency with District academic standards and goals.

b) Consistency with District non-discrimination policies and age-appropriateness.

c) No corporate support or activity will be permitted in the District that:

1. Promotes gambling, illicit drugs, alcohol, tobacco, or firearms;

2. Promotes hostility, disorder, or violence;

3. Attacks or demeans any ethnic, racial, religious group or sexual orientation;

4. Is libelous;

5. Contains adult content, including nudity, sexual terms and/or images of people in positions or activities that are excessively suggestive or sexual, or provocative images in violation of community standards;

6. Promotes any specific religion;

7. Promotes or opposes any political candidate or ballot proposition;

8. Inhibits the functioning of any school; or

(Continued)

SUBJECT: CORPORATE SPONSORSHIPS (Cont'd.)

9. Any other item deemed to be inappropriate for students.

d) Students shall not be required to view commercial promotional activity as required by Commissioner Regulations.

e) The collection of personal information from students by corporate sponsors in accordance with the Family Educational Rights and Privacy Act (FERPA) is prohibited.

f) Sponsorship permitted pursuant to this policy shall not be considered as an endorsement or approval by the Board of any particular group, organization or company, nor of any purposes, programs, activities, products or services of any such group.

8 New York Code of Rules and Regulations (NYCRR) Section 23

Adopted: 6/11/12