

CORPORATE SPONSORSHIPS/ADVERTISEMENTS

A. Purpose

1. To provide guidance on the receipt, review and approval process for proposed corporate sponsorships/advertisements as it relates to the district's Corporate Sponsorship/Advertisement Policy.

B. Guidelines

1. The term "Approved Categories" refers to the list of advertisement categories (see attached) that have been Board approved to advertise.

C. Procedures

1. The Board approved marketing agency may propose to the Board categories of advertisement (e.g. jewelers, auto insurers, etc.) for their approval. Once a category is approved by the Board, it becomes part of the "Approved Categories" list.
2. The Board approved marketing agency (if applicable) or other advertisers/sponsors electronically forwards a PDF file of a prospective corporate advertisement to the Superintendent of Schools.
3. The Superintendent of Schools will review the advertisement for content and compliance within the "Approved Categories" and approve if applicable.
4. If the Superintendent of Schools feels that a proposed advertisement is questionable, the Superintendent of Schools will refer the review and approval of the proposed corporate advertisement to the Budget & Finance Committee or the full Board depending on timing.
5. The Superintendent of Schools will then contact the Board approved marketing agency or other advertisers/sponsors as to whether an advertisement is approved or disapproved.

Source: Regular Board Meeting

Date: January 14, 2009