

COMMERCIAL, PROMOTIONAL, AND CORPORATE SPONSORSHIPS AND PARTNERSHIPS

Section A – Introduction

1. A Corporate sponsorship Agreement is an agreement between the Albemarle County Public Schools (“ACPS”) and an individual, a group, company or other commercial enterprise, or community-based organization (“Individual and Entity”) in which the sponsor provides financial support or in-kind gifts in exchange for donor recognition. Sponsorship can provide a mutually beneficial and purposeful relationship between Individuals and Entities and the ACPS that will contribute to strong school and corporate communities. Well-managed sponsorship arrangements can provide an effective way of increasing awareness of messages, policies, and initiatives, communicating ACPS goals and building stakeholder relationships, and helping communicate with specific audiences within the community.
2. The ACPS welcomes sponsorship opportunities for its academic programs, facilities, activities, and interscholastic athletics that enhance the ACPS’s ability to provide educational services to the school community and public at-large public as long as the purposes, services, and/or products of the sponsor are consistent with this Policy; appropriate to the mission values, and strategic plan of the ACPS; and the prospective sponsor and the sponsor’s proposed sponsorship is neither controversial, discriminatory, disruptive, nor inappropriate within the school environment.
3. This policy establishes guidelines for entering into Corporate Sponsorship agreements. Unlike advertising, Corporate Sponsorship ACPS will receive intangible benefits, including increased visibility, donor recognition and good will, in exchange for providing opportunities that will advance the ACPS’s educational mission. It is not the intent of the ACPS to create a public forum or solicit advertising through Corporate Sponsorships.
4. Outside funding will help the ACPS maintain valuable and important programs and facilities, within specific boundaries and with safeguards against misuse of this funding source.
5. Sponsorship does not include:
 - donation of money, goods or services
 - philanthropic efforts such as donating money to a charity, or volunteering efforts
 - the sale of advertising
 - grants of discretionary funding
 - bequests which impose no obligations on the recipient and offer little or no rights or benefits to the provider
 - joints ventures or consultancies

Section B – Purpose and Principles of Sponsorship

1. Corporate Sponsorship Agreement will exist in accordance with criteria and procedures

set forth in this policy.

2. Corporate Sponsorship must:
 - promote and improve educational outcomes
 - support corporate and school goals and objectives
 - increase effectiveness ACPS strategic programs and activities
 - engage or build relationships with key stakeholders
 - communicate key messages to target audiences.

3. In general, the following are not eligible to enter into Corporate Sponsorship agreements with the ACPS:
 - Any individual or Entity whose purpose includes advancing or opposing religion or related interests;
 - Any individual or Entity whose purpose includes advancing or opposing a political agenda, interest, position, or candidate;
 - Any individual or Entity whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography, other products hazardous to one's health, or otherwise inappropriate within the school environment;
 - Any individual or Entity whose purpose or business is contrary to the ACPS educational program, mission, values, and goals;
 - Any individual or Entity whose proposed sponsorship is controversial or disruptive.

Section C – Ethical Behavior and Fair Dealing

1. Participation in a sponsorship should not place undue pressure on employees, parents, students, or school communities to purchase particular goods or services, subscribe to particular beliefs or attitudes, or undertake certain activities or actions.

2. Everyone involved in making decisions about or managing sponsorship must behave ethically and fairly and:
 - Declare and avoid conflicts of interest;
 - Refuse gifts, invitations to event and functions, or other favors if offered as part of sponsorship negotiations;
 - Maintain confidentiality with respect to proprietary matters, intellectual property issues, matters under negotiation, and any other confidential information
 - Maintain high standards of transparency and accountability
 - Names or addresses of ACPS staff, students, and families must not be provided to an individual or Entity as a benefit of sponsorship

Section D – Responsibility and Advisory Bodies

1. A Corporate Sponsorship Advisory Committee, comprised of representatives of the ACPS that the Superintendent/designee shall appoint, including, but not limited to the Deputy or Assistant Superintendents, directors, principals, assistant principals, athletic

directors, and School Board Attorney will make recommendations on corporate sponsors to the Superintendent/designee. Recommendations includes the nature of the prospective agreement, manner or placement of recognition of the Corporate Sponsor, and terms and conditions of the Corporate Sponsorship.

2. The Superintendent has the sole discretion to accept corporate sponsorship and approve and execute any Corporate Sponsorship Agreement. In addition, the Superintendent reserves the right to terminate a corporate sponsorship should circumstances warrant such action, consistent with the concerns set forth under Section B (3) above.

Adopted: January 22, 2004
Amended: December 11, 2008; March 13, 2014; August 14, 2014; September 12, 2019; December 10, 2020; January 27, 2022
Equity Review: December 10, 2020; January 27, 2022

Legal Refs.: Code of Virginia, 1950, as amended, §§22.1-79.5, 22.1-89.4; 22.1-296.1

Cross Refs.: DJF, *Purchasing Procedures*
DJG, *Vendor Relations*
DP, *Non-Locally Funded Programs*
IIAA, *Learning Resources/Textbook Selection and Adoption*
IICB/IICC, *Community Resource Persons/School Volunteers*
JFCB, *Sportsmanship, Ethics and Integrity*
JL, *Fundraising and Solicitation*
KA, *School-Community Relations Goals*
KH, *Public Gifts to the Schools, School Board Members and Employees*
KLB, *Public Complaints about Learning Resources*