

**WINNER SCHOOL DISTRICT 59-2
OFFICIAL SCHOOL BOARD POLICY**



SOLICITATION OF FUNDS

Solicitation of funds through the school, for any purpose, must have prior approval by the Superintendent of Schools.

Business sponsorships may be solicited for the acquisition, replacement, improvement and/or maintenance of certain facilities and/or equipment. Such business sponsorships will not authorize any particular form of advertisement within the school facilities other than as set forth herein. The Board of Education may authorize Superintendent to determine the placement of the business' name / logo on a particular item or at a particular location for which sponsorship is made, and if appropriate to establish different levels of monetary sponsorship which will result in different size and location of the business' name / logo. The Superintendent will consult with the other administrators in making such determinations.

The business' name / logo to be displayed shall not promote any public or private action, behavior, product or service which, if done or used by a student, would constitute a violation of Board policy, state or federal law. Such prohibitions include, but are not limited to:

1. Promoting hostility, disorder, violence or attacks on any person or group of persons;
2. Promoting discrimination including, but not limited it, demeaning, harassing, or ridiculing any person or group of persons on the basis of color, race, national origin, religion, gender, disability, age, or other protected class;
3. Libelous or defamatory statements or information;
4. Promoting, favoring or opposing the candidacy of any person for any public office, or a position on any public political or social issue;
5. Promoting any religious or political organization;
6. Promoting the use of alcohol or tobacco;
7. Depicting, suggesting or promoting pornographic, obscene or sexually-suggestive images, material or activities that are inappropriate in the public school setting, as determined by prevailing community standards in this District; or
8. Any message that is inconsistent with the educational mission of the District.

Displays of business' name / logo pursuant to this policy shall not be done in regular classroom areas or in hallways adjoining regular classrooms. Generally, such displays shall be limited to facilities that are regularly viewed and utilized by the public, such as the Armory, outdoor facilities, middle school auditorium or elementary school multi-purpose room.

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Any display of business' name / logo pursuant to this policy shall not be construed as endorsement or approval of the business or any product or service by the District.

No public forum is created pursuant to this policy, and no person or business shall have an enforceable right to sponsor any particular item, project, or improvement that would result in a display of his/her/its business name / logo. If there is insufficient space to accommodate all sponsors who wish to participate in a particular project, the Superintendent shall be authorized to limit or restrict participation based upon the timeliness of the request to participate with respect to the timeliness of other sponsors' requests, and further based upon whether the sponsor's display would be in compliance with the intent and provisions of this policy.

Revenue enhancement that involves the use of sponsorship resulting in the display or a business' name / logo shall be done pursuant to a written agreement between the sponsoring business and the Board of Education. The agreement will describe the nature and form of the business' name / logo, the time duration for which the display will be made, location of the display, and the amount of revenue the District will derive. The agreement may set forth the principal purpose for which the sponsorship revenue will be used, but it must also agree that any funds not used for the stated purpose shall be available to any other purpose determined by the Board by the placement of those funds in the general fund of the District.

The concept of revenue enhancement through sponsorship as described in this policy is supported by the Board of Education, subject to the provisions set forth above, as a valuable method of providing greater opportunities to students and to the public without necessitating the full expenditure of corresponding public monies that would otherwise be necessary.