

**SUBJECT: CORPORATE SPONSORSHIPS**

Regents' Rule 23.1 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 subject to approval by the Board of Education.. Corporate sponsorships shall be 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, or that attacks or demeans persons based on any other legally protected status or characteristic;
  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;

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8. Inhibits the functioning of any school; or
  9. Any other item deemed to be inappropriate for students.
- d) Students shall not be subjected to “commercial promotional activity” at school during the instructional day, and the District shall not enter into contracts, agreements or arrangements, oral or written, for which the consideration consists in whole or in part of the promise to permit commercial promotional activity on school premises. For purposes of this Policy, the term “commercial promotional activity shall mean, “any activity, designed to induce the purchase of a particular product or service by students, or to extol the benefits of such product or service to students for the purpose of making its purchase more attractive, that is conveyed to students electronically through such media as, but not limited to, television and radio.”
- e) The disclosure of personally identifiable information about students and their families to corporate sponsors is prohibited, except for disclosure of “directory information” in accordance with District Policy and the Family Educational Rights and Privacy Act (FERPA), and except as otherwise authorized by FERPA, as for example, with parental consent or the consent of “eligible students” (i.e., students age 18 and older). In addition, no corporate sponsor shall be permitted to collect information directly from students, except with approval of the Superintendent or Superintendent’s designee, and with parental consent.
- 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.
- g) To ensure equal opportunity to participate among commercial competitors, solicitations for corporate sponsors should be done in accordance with the District procurement policy.

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

NOTE: Refer also to Policies #5000 -- Purchasing  
#7000 -- Student Privacy, Parental Access to Information, and  
Administration of Certain Physical Examinations to Minors

**Adopted: 12.01.11**