

STUDENTS

COMMUNITY RELATIONS

§8-64 Commercial, Promotional and Corporate Sponsorships and Partnerships

A. Generally. The Loudoun County School Board recognizes that corporate and other private sponsorship of programs and activities related to education can provide valuable enhancement of the educational program offered by the Board. For that reason, the Loudoun County School Board may enter into commercial, promotional and corporate sponsorship and partnership arrangements under certain conditions. This policy is not applicable to pure donations or to Booster or PTA/PTO groups. The policy is also not intended to cover advertising.

B. Definitions

1. An “educational partnership” is a co-operative relationship in which partners share our values, objectives and/or educational interests to enhance learning for students for which the partner receives nothing in return except for good public relations or good will, e.g. providing time off for employees to mentor/tutor students without any benefits being received or earned by the business.

2. An “educational sponsorship” is an arrangement pursuant to which the sponsor provides money, price reductions, equipment, materials, services or other benefits in exchange for public recognition of its goods and services, e.g. local business sponsorship of DECA.

C. Authority to Enter into Agreements

1. On behalf of the School Board, principals may enter into sponsorships for their schools when the sponsorship does not extend beyond a single school year or exceed \$15,000 in value to the school, or to the sponsor. Procurement Services must review and approve prior to the negotiation and signing of any agreement exceeding \$5,000 in value.

2. On behalf of the School Board, principals may enter into partnerships for their schools when the partnership does not extend beyond a single school year provided no benefits are accruing to the vendor, except good will or good public relations, and provided the partnership only impacts one school.

3. On behalf of the School Board, the superintendent may enter into sponsorships which will benefit more than one school or the division as a whole. The superintendent may also enter into sponsorships and partnerships when the sponsorship or partnership extends beyond a single school year or exceeds \$15,000 in cumulative value per year.

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D. Requirements. Any agreement to enter into an educational sponsorship or educational partnership should be in writing, except principals, in the exercise of good judgment, may have an oral agreement with a vendor under paragraphs C(1) and (2), if the value does not exceed \$5,000. The written agreement should address the following:

- The educational purpose for the relationship.
- The right of the School Board to terminate the agreement without cause.
- The roles, expectations, rights, and responsibilities of all parties to the agreement. Whether the agreement creates any exclusive rights for the sponsor or partner and, if such rights are created, clearly defining those rights.
- The duration of the agreement.
- The School Board retains the exclusive right to authorize the use of LCPS or the school name, logo, or other similar information.
- How the benefits arising from agreement will be distributed.
- All partnerships and sponsorships will be consistent with all federal and state laws, local ordinances, zoning laws, land use restrictions, business permit requirements, and School Board policies and regulations and with all preexisting School Board contracts.
- A statement that any participation by any student or School Board employee in any activity established pursuant to the agreement will be purely voluntary.

E. Prohibitions. No agreement shall be entered into if the sponsorship or partnership involves or gives the appearance of involving any activity which could result in the following:

- promotion of hostility or violence;
- an attack on ethnic, racial, or religious groups;
- discrimination prohibited by any law or School Board policy;
- promotion of the use of drugs, alcohol, tobacco, electronic cigarettes or firearms or weapons;
- promotion of sexual, obscene or pornographic activities; o

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- promotion of any image that is not in keeping with the established goals and purposes of the School Board.

F. All agreements must comply with Policy 6-27 (Use of or Access to School Facilities for Non-School Purposes), including, if necessary, submission of the LCPS Application for Community Use of School Facilities and Grounds by All Non-School Users, and any advertising guidelines or regulations promulgated by the Superintendent.

G. Written agreements in excess of \$5,000 should be reviewed by Procurement Services for compliance with the Virginia Public Procurement Act.

Legal References: Code of Virginia, 1950, as amended, §§ [22.1-79.5](#), [22.1-89.4](#), [22.1-296.1](#).

Adopted: 1/13/15