



Barneveld School District

SPONSORSHIP GUIDE

PURPOSE

The purpose of this guide is to provide information regarding the sponsorship opportunities within the Barneveld School District and the process by which those opportunities can be taken advantage of by interested parties. These sponsorship opportunities are a way for businesses to gain exposure in the community, for individuals to dedicate a specific facility that holds a special place for them, or even for an organization to assist the district in achieving its academic goals. There are many varied and valuable opportunities contained within this guide; however, these are not the only opportunities available. If you have a sponsorship idea outside of those contained within this guide, please feel free to complete the enclosed application and make a proposal of your own.

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Within this guide, you will find the following sections:

- Board Policy 840 – Gifts, Grants, and Bequests
- Board Policy 870 – Advertising and Commercial Activities
- Board Policy 940 – Commemoration of School Facilities
- Process
- Sponsorship Advisory Committee
- Sponsorship Opportunities: Academic
- Sponsorship Opportunities: Athletics
- Sponsorship Opportunities: The Arts
- Sponsorship Opportunities: Other
- Application
- Sample Agreement

Please note that the fees listed for each item are *suggestions only* and may be modified by the applicant. Also, please note that not all opportunities are listed within this guide. Applicants are *encouraged to* create alternate sponsorships as well.

CONTACT

For more information, or if you have questions regarding sponsorships in the Barneveld School District, please contact:

District Administrator

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BOARD POLICY 840 – GIFTS, GRANTS, AND BEQUESTS

The School Board is appreciative of public interest in, and good will toward, the schools manifested through gifts, grants, and bequests. The Board reserves the right, however, to specify the manner in which gifts are made; to define the type of gift, grant, or bequest which it considers appropriate; and to reject those which it deems inappropriate or unsuitable. If accepted, the Board will attempt to carry out the wishes of the donor.

The Board shall not discriminate in the acceptance and administration of gifts, grants, and bequests on the basis of sex, race, color, religion, national origin, ancestry, creed, pregnancy, marital status, parental status, sexual orientation, or physical, mental, emotional, or learning disability. Complaints of discrimination in the acceptance or administration of gifts, grants, or bequests are governed by the complaint procedure outlined in AG 2260B.

All gifts, grants, or bequests having a value of more than \$1000 that are accepted will be acknowledged by the Board at a Board meeting. The District Administrator may accept for the Board gifts of lesser value on the Board's behalf.

The Board shall provide written acknowledgement to the donor of any accepted cash donation of \$1000 or more and any non-cash donation the value of which is \$1000 or more. Such acknowledgement shall include the amount of cash, or a description of any non-cash donation, along with a good faith estimate of the value of such non-cash donation.

The Board shall provide any donor with appropriate tax forms in compliance with the requirements of the Internal Revenue Code.

Gifts, grants, and bequests shall become the property of the Board and will be subject to use by the District as determined by the policies and administrative guidelines applying to all properties, equipment, materials, and funds owned by the Board, subject to the Board's effort to comply with any specific wishes of the donor.

Any equipment purchased by a parent organization for use in the school, on District property, or at a District-related event shall be submitted to the Board, prior to purchase, so it can determine if the District would incur any liability by its use.

The Board reserves the right to refuse to accept such liability and thus prohibit the use of the equipment by students or District employees during any District-sponsored activity or on any property owned, leased, or used by the District.

BOARD POLICY 870 – ADVERTISING AND COMMERCIAL ACTIVITIES

This policy provides guidance for the appropriate and inappropriate use of advertising or promotion of commercial products or services to the students and parents in the school.

"Advertising" comes in many different categories and forums and is defined as an oral, written, or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public's attention to promote a desire to buy, use or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos, or tags for product or service identification purposes are not considered advertising.

It is the policy of the School Board that paid commercial advertising shall not be permitted in School District facilities or on School District property, and that the District's name, students, staff members and District facilities shall not be used for any non-school organization or activity.

It is further the policy of the Board that its name, students, staff members and District facilities shall not be used for any commercial advertising or otherwise promoting the interests of any commercial, political, nonprofit, or other non-school agency or organization, public or private, without the approval of the Board or its designee.

Any commercial advertising shall be structured in accordance with the General Advertising Guidelines set forth below.

General Advertising Guidelines

The following guidelines shall be followed with respect to any form of advertising on school grounds:

- A. When working together, schools and businesses must protect educational values. All commercial or corporate involvement should be consistent with the District's educational standards and goals.
- B. Any advertising that might become a permanent or semi-permanent part of a school requires prior approval of the Board.
- C. The Board reserves the right to consider requests for advertising in the schools on a case-by-case basis.
- D. No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, X- or R-rated movies, or gambling aids. movies, or gambling aids.
- E. No advertisement shall be permitted that conveys the impression of the School District's endorsement of any religious message, political candidate, or ballot initiative.
- F. No advertisement may contain libelous materials
- G. No advertisement will be approved which would tend to create a substantial disruption in the school environment or inhibit the functioning of any school.
- H. Each advertisement must be reviewed in advance for age appropriateness.
- I. Advertisements may be rejected by the School District if determined to tend be inconsistent with the educational objectives of the School District, inappropriate, or inconsistent with the guidelines set forth in this policy
- J. All corporate support or activity must be must be age-appropriate and consistent with the Board's policies prohibiting discrimination on the advertisement basis of race, color, national origin, religion, sex, disability, or age.
- K. Students shall not be required to advertise a product, service, company, or industry.
- L. The District Administrator may require that samples of advertising be made available for inspection.
- M. The inclusion of advertisements in School District publications, in School District facilities, or on School District property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.
- N. Final discretion regarding whether to advertise and the content and value of the materials will be with the Board.

PROCESS

1. Applicant shall choose a package he/she feels meets his/her need, or he/she may make a proposal for a sponsorship that better suits his/her desires. The funds associated with the package may be designated by the applicant as “Reserved” or “Unreserved” as follows:
 - a. Reserved – Applicant desires that the funds from the sponsorship be used only for the program or facility associated with the sponsorship (Athletics, Arts, Academics, i.e., Funds from a sponsorship on a softball scoreboard would be used to benefit the softball facility and scoreboard maintenance).
 - b. Unreserved – Applicant has no desire to designate how the funds from the sponsorship be used. These funds would then be distributed for projects or programs throughout the district via an application process from the site or program that desires to use the funds (i.e., “School X” would like new playground equipment, so they would submit an application to use some of the unreserved funds for that purpose).
2. The applicant shall complete the application form and submit it to the Director of Business Services. A copy of the advertisement, logo, or sample marketing materials must be submitted along with the application by either June 1 or December 1 to be considered.
3. The sponsor shall meet with the District Administrator and other pertinent District staff prior to the Sponsorship Advisory Committee meeting to gain a better understanding of the sponsor’s proposal and intentions prior to presentation to the Committee.
4. The Sponsorship Advisory Committee will meet twice per year in June and December to approve or deny the application and attached materials. Additional Advisory Committee meetings can be called for as needed by the District Administrator. Agreements totaling more than \$20,000 will be forwarded to the Board of Education for approval upon the recommendation of the Advisory Committee. Should the Advisory Committee be unable to render a decision, or if unique considerations exist, the District Administrator shall be consulted for his/her opinion as to how the application shall be handled. Should multiple applicants select the same sponsorship, the Committee may consider the applications on a first come, first served basis if all other factors are equal.
5. Once the application has been reviewed and accepted, the applicant will be contacted to execute the agreement, to pay all deposits or fees due, and to provide any other materials or information that may be needed by the District to implement the sponsorship.
6. Once the agreement has been executed and all fees have been received, the District will begin the process of implementing the agreed upon sponsorship.

ADVISORY COMMITTEE MEMBERSHIP

The following is a list of the members of the Sponsorship Advisory Committee based on the various types of applications received. (Please note that those designated with a * are permanent positions on the committee)

Member	Academic	Athletics	The Arts	Other
District Administrator	X	X	X	X
Board of Education Members (2) *	X	X	X	X
Bookkeeper (1)	X	X	X	X
District Staff Member (At Large) *	X	X	X	X
Building Administrator (of applicable building)	X	X	X	X
Athletic Director		X		
Others (as applicable – may include advisors, staff members, booster club members, etc.)	X	X	X	X



Barneveld School

District

SPONSORSHIP OPPORTUNITIES
ACADEMIC

CLASSROOM**Fee: \$2,000**

- ✓ Classroom named after the sponsor (i.e., John Q. Public Memorial Classroom)
- ✓ Sponsor identifies building and classroom
- ✓ Plaque/Signage outside classroom indicating the sponsor
- ✓ Five (5) Year agreement

LIBRARY/MEDIA CENTER**Fee: \$5,000**

- ✓ Library named after the sponsor (i.e., Dwight Foster Library)
- ✓ Sponsor selects building
- ✓ Plaque/Signage outside the library indicating the sponsor
- ✓ Five (5) Year agreement

COMPUTER SCIENCE LAB**Fee: \$30,000 (actual cost of devices)**

- ✓ Venue named after sponsor (i.e., The John Q. Public Digital Domain)
- ✓ Fee covers the cost of purchasing a classroom set (25) of desktop or laptop computers and peripherals
- ✓ Plaque/Signage outside the lab indicating the sponsor
- ✓ Four (4) Year agreement

TECHNOLOGY INTEGRATION PACKAGE**Fee: Varies based on selected technology**

- ✓ Plaque on the wall in the classroom of sponsor-selected building
- ✓ Fee covers the cost of purchasing classroom-designated/specific technology devices that support technology integrated instruction
- ✓ Devices purchased are jointly selected by sponsor, teacher, and/or building administration
- ✓ Agreement spans life of the device(s)

APPLE IPAD CLASSROOM**Fee: Approx. \$12,500 (actual cost of devices)**

- ✓ Devices labeled with name of sponsor
- ✓ Fee covers the cost of purchasing a classroom set (25) of iPads
- ✓ Sponsor identifies building and/or classroom
- ✓ Agreement spans life of the device(s)

HIGH SCHOOL**"POD" Fee: \$12,500**

- ✓ Pod (8-10 classrooms in a pod) named after the sponsor
- ✓ Plaque/Signage indicating the sponsor throughout the area
- ✓ Ten (10) Year agreement

HIGH SCHOOL**"WING" Fee: \$18,000**

- ✓ Wing (up to 15 classrooms in a wing) named after the sponsor
- ✓ Plaque/signage indicating the sponsor throughout the area
- ✓ Ten (10) Year agreement

Middle School Hallway**Elementary "Pod" (two (2) available)**



Barneveld School District

SPONSORSHIP OPPORTUNITIES

ATHLETIC

HIGH SCHOOL GYMNASIUM NAMING RIGHTS (New Gym)

Fee: \$600,000

- ✓ Venue named after the sponsor (i.e., US Bank Gymnasium)
- ✓ Thirty (30) year agreement with permanent signage; permanent signage can be incorporated with new construction.
- ✓ Sponsor logo and name signage on scoreboards facing crowds.
- ✓ Advertising copy in appropriate programs using this venue: Sizes range from quarter-page to full-page – all B/W unless sponsor wishes to pay cost difference for color print; size dependent upon sponsorship level Public address announcements at all district events using this venue.
- ✓ Designation as official sponsor of basketball/volleyball/etc. program for the Barneveld School District.
- ✓ 10 tickets/passes per district game/match for sponsor representatives.
- ✓ Hospitality Opportunities – Category specific: Any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director.

HIGH SCHOOL GYMNASIUM SCOREBOARD – MAIN COURTS

Fee: \$15,000 (New Gym) \$5000 (Wood Gym)

- ✓ Scoreboard named after the sponsor.
- ✓ Sponsor logo signage on scoreboard and within facility.
- ✓ Five (5) Year agreement.
- ✓ Any announcements regarding an event at the venue would utilize sponsor's name.

HIGH SCHOOL NORTH GYMNASIUM – (Current Wood/Main Gym 2018)

Fee: \$25,000

- ✓ Venue named after the sponsor (i.e., John Q. Public Gymnasium)
- ✓ Sponsor logo signage on facility
- ✓ Seven (7) Year agreement
- ✓ Any announcements regarding an event at the venue would utilize sponsor's name

SCHOOL GYMNASIUM – WALL ADVERTISEMENT (New Gym)

Fee: \$10,000

- ✓ Sponsor logo signage within facility
- ✓ Five (5) Year agreement

SCHOOL GYMNASIUM – Wood Gym

Fee: \$5,000

- ✓ Sponsor logo signage on facility
- ✓ Five (3) Year agreement