

MEDFORD AREA PUBLIC SCHOOL DISTRICT

DATE ADOPTED:	April 19, 1990	FILE SECTOR:	SCHOOL COMMUNITY
DATE REVISED:	March 15, 2001		RELATIONS
DATE REVISED:	January 25, 2007	POLICY TITLE:	SPONSORSHIPS,
DATE REVISED:	April 17, 2014		PARTNERSHIPS AND GIFTS/BEQUESTS
DATE REVISED:	January 29, 2015		
DATE REVIEWED:	March 16, 2017		
DATE REVISED:	August 24, 2020		

Medford Area Public School District (MAPSD) Board of Education (BOE) accepts sponsorships, partnerships and gifts/bequests of money, goods and/or services that benefit the district in exchange for acknowledging the sponsor's/partner's/donor's contribution.

- Sponsorship is defined as any payment of money or other economic benefit to the district in exchange for recognition.
- Partnership is defined as a collaborative relationship between MAPSD and an organization or business.
- Gifts/bequests are defined as money, goods or services donated to the district with no expectation of reciprocal provision of goods or economic benefit to the donor.
- Acknowledgement is defined as the recognition of support provided to the district by the sponsor, partner or donor. *Acknowledgement* doesn't include endorsement or promotion of the sponsor's/partner's/donor's products or services, pricing or quality.

Any sponsorship, partnership or gift/bequest presented to the district should be accompanied by a letter from the donor for official action and recognition by the BOE.

Acceptable sponsorships, partnerships or gifts/bequests provide benefit to the educational, cultural, artistic or co-curricular programs through donations/contributions of products, services or money to a school building or the district. All sponsorships, partnerships or gifts/bequests must be consistent with the values, principles and objectives of MAPSD.

Sponsorships shall be for a specific, short term and limited purpose. Long-term or exclusive sponsorships may be acceptable provided there is commensurate recognition through appropriate sized contributions to the district.

Each sponsorship, partnership or gift/bequest arrangement should have an agreed upon acknowledgement plan prior to accepting. Acknowledgements for sponsorships, partnerships, gifts/bequests exceeding \$5,000 are subject to BOE approval.

Sponsorship, partnership or gift/bequest acknowledgement should not be more prominent than the district's identity/brand.

Facility naming rights shall be subject to BOE approval. The donor/sponsor requesting facility naming rights shall enter into a written agreement with the BOE that specifies the length of time of the facility sponsorship, the financial terms and schedule for payment to the district and other relevant information.

All gifts and bequests will become MAPSD property to be used at its discretion unless otherwise specified by the donor. Donors will be provided written acknowledgement in accordance with Internal Revenue Code regulations for charitable contributions.

MAPSD shall not discriminate in acceptance and administration of sponsorships, partnerships, gifts/bequests, scholarships and other aids, benefits, or services to students from private agencies, organizations or persons on the basis of age, sex, race, color, national origin, ancestry, creed, religion, pregnancy, marital or parental status, sexual orientation or physical, mental, emotional or learning disability.

CROSS REFERENCE: IGDF, JB-R and KM

**LEGAL REFERENCE: §118.001, 118.12, 118.125, 118.13, 118.27, 120.12 (1)(2) & 120.44(2)
Wis. Stats. and PI 9.03(1) of the Wisconsin Administrative Code,
No Child Left Behind Act of 2001**