

Facility Utilization

Sponsorship Naming Rights for District Facilities or Educational Spaces

The Board of Education shall be the sole body authorized to approve any official naming agreement with an entity (Sponsor) for a District facility or educational space. The District shall consider the following criteria before bringing forth a proposed agreement with a Sponsor for the naming rights of an educational space or facility to the Board:

1. Considerations for Sponsor Naming Rights:

- a) Cash donations of a significant value for a specific District facility or educational space. Significant value is defined as a contribution that without which the facility or educational space would not be affordable to the District.
- b) In-kind donations of a significant value and sustained throughout the term of the agreement may be considered. In-kind donations may include:
 - Product donations of a significant value such as culinary items, cosmetology products, tools, machinery, appliances, computerized equipment, etc.
 - Externship or internship opportunities or training/development programs for students or staff.
 - Student mentoring, student scholarships.
 - Student transportation to and from select events.
 - Speaker's or facilitator's time or fees for relevant or requested school events.
 - Fieldtrips and tours within the Sponsor's place of business (subject to appropriate waivers to be provided by attendees).
 - Services as it relates to the Sponsor's place of business at reduced costs when mutually beneficial for both parties (and subject to availability and agreement as to costs).
 - Volunteer hours that significantly contribute to student learning.
 - Auditing assistance for the National Standards.
 - Serving-on District/Academy Advisory Councils or Committees.
 - Other significant in-kind contributions.

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- c) The ability of the Sponsor's contribution to have a long-term impact on the quality of a program or facility.
2. Determination of Specific Name to be Used: An agreement between the District and Sponsor shall include a license granting the District the right to use the name, logo or branding requested by the Sponsor and any intellectual property of said Sponsor. All uses of such name, logo, branding, or intellectual property will be defined in the Sponsor agreement.
3. Approval Process: Administration shall bring any proposed Sponsorship agreement to the Board for consideration and approval. The Sponsor agreement, if approved by the Board, shall include the specific Sponsor-related name for the District facility or educational space, the length of the sponsorship, the licensing rights granted to the District by the Sponsor, and the Sponsor's cash donation(s) or in-kind contribution(s).

Legal Reference: Wisconsin Statutes 120.12(1), 120.13

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