

MANAGEMENT SUPPORT SERVICES

Advertising, Partnerships, and Sponsorships

The Central Kitsap School District recognizes that school programs, including student activities, may require financial support beyond what is provided by federal, state and local resources. Businesses, community organizations and individuals can play an important function in supporting schools and students with appropriate advertising, partnerships, and sponsorships. However, school programs should not become environments wherein students are subjected to commercial agendas.

Any advertising, partnership, or sponsorship involving the District or its school programs must be consistent with the law, Board policies, and the District's mission, strategic plan, and educational goals. Revenues derived through corporate, business or other third party non-District organizations or individuals shall only be used to enhance student achievement, enrich educational and/or extracurricular experiences or sustain quality learning opportunities.

Involvement by the District with advertising, partnerships, or sponsorships will not be construed as an endorsement of an individual, business or community organization, its product or service or as an exclusive agreement.

The superintendent is responsible for the development of related procedures that maintain a practical balance between the funding needs of school programs and the educational values expressed above.

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**Cross Reference:**

Board Policy 2020 Curriculum Development and Adoption of Instructional Materials  
Board Policy 3530 Student Fundraising for School Organizations  
Board Policy 4230 Contacts with Students  
Board Policy 4237 Contests, Advertising and Promotions  
Board Policy 5010 Nondiscrimination and Affirmative Action

Adoption Date: April 15, 2015

*Central Kitsap School District*