

SECTION: PROPERTY

TITLE: NAMING RIGHTS

ADOPTED: MARCH 9, 2015

REVISED: January 2015

LACKAWANNA TRAIL SCHOOL DISTRICT

<p>1. Purpose Pol. 707.1</p> <p>2. Definitions</p> <p>3. Authority</p>	<p style="text-align: center;">707.2. NAMING RIGHTS</p> <p>The Board recognizes that public school facilities and events provide a viable market for commercial advertising and sponsorship; and that the sale of advertising and sponsorships at athletic events, in its buildings and facilities, or for district publications can be an important source of revenue which would be used to supplement and enhance current student athletic and/or activity programs, and contribute to our general fund, where it may be used to support student programs.</p> <p>For the purpose of this policy, the following terms will be defined as provided:</p> <ol style="list-style-type: none"> 1. Building/Facility - the interior or exterior of district gymnasiums, cafeterias, auditoriums, swimming pool, and other large gathering areas; or any high school outdoor athletic field including scoreboards, dugouts, bleachers, or fences located on the property. 2. Publication - any printed material or electronic media produced by a Board-approved group, club, or activity including, but not limited to: yearbooks; newspapers; athletic, musical, or other such programs; athletic media guides; or LTSD's website and television channel. 3. Advertisement - media representing a specific company, product or service promoting and in support of district-sponsored activities and events. <p>The Board establishes a program whereby commercial groups, companies, and businesses may enter into written advertising or sponsorship agreements to provide private revenue for the district in return for public recognition through naming or sponsored by advertisement. The content, placement, and fees for all advertisements are subject to the approval of the Board of Education. In addition the Board believes that the naming of facilities or areas of the district is a matter of great importance, one that requires careful and considerable thought. The intent of this policy is to set forth parameters and guidelines for use by the Board in meeting its responsibility in this area. In all cases, the Board retains control and ownership over the named facilities. Naming opportunities will not convey any input or control over the content of school programs offered in the named facilities, or the disposition of said named facilities.</p>
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<p>4. Guidelines</p>	<p>For the purpose of this policy, all advertisements or sponsorships must meet the following guidelines, parameters, and procedures. Advertisements and sponsorships shall:</p> <ol style="list-style-type: none"> 1. Be consistent with the district's mission and vision. 2. Not represent or express any political or religious ideology. 3. Not promote any activity or product that is inappropriate or illegal for persons under the age of eighteen (18) (e.g. tobacco, alcohol, etc.). 4. Not, either physically or through content, interfere with the educational process or disrupt the accepted operation of a building or facility. 5. Conform to specifications established by the district, including, but not limited to physical composition, size, appearance, and content. 6. Be authorized for a specific length of time and may be limited to certain periods of the year. <p>Nominations for the naming of facilities/areas shall come to the Board by recommendation of the Superintendent who will consult with the administration.</p> <ol style="list-style-type: none"> 1. Facilities may be named for major contributors to the district. 2. Funds derived from naming opportunities shall be deposited in the general fund. As per individual agreements between donors and the board of education, the funds may be appropriated as per each agreement. For example, if a generous donor requested to designate monies to music programs, the board would take the request under consideration. 3. The School Board reserves the right to refuse contributions, made with a view towards naming a facility, where that contribution is too restrictive in purpose, inconsistent with the district's stated mission and vision, or would adversely affect the school district. 4. The School Board cannot accept any contributions, made with a view towards naming a facility, where to do so would involve unlawful discrimination based upon race, religion, sex, age, national origin, color, handicap, or any other basis prohibited by federal, state and local laws and regulations. 5. In general, naming will require a commitment of at least ten (10) years at a cost specified by the School Board. Specialty areas, including but not limited to the auditorium, gymnasium, cafeteria and outdoor facilities in each building, may
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<p>5. Delegation of Responsibility</p>	<p>utilize a unique formula to determine the level of commitment and the duration of this commitment. In such cases a plaque may be located at an appropriate location, giving the name and a brief history of the donor organization.</p> <ol style="list-style-type: none">6. Irrevocable trusts made through deferred giving instruments are suitable for naming existing buildings, facilities or programs.7. In the event of significant renovations to a previously named facility, or a portion thereof, the School Board may, at its discretion, determine that a new naming opportunity should be considered for the renovated area.8. Following the approval of naming opportunity on any district property or portion of district property, a Memorandum of Understanding or comparable document will be written and signed by the donor, the President of the School Board and the district Superintendent.9. Naming Rights agreements may be terminated if the school board determines that negative circumstances arise. <p>It is the responsibility of the Superintendent or designee to establish guidelines for the solicitation of potential sponsors as per this Naming Rights policy.</p> <p>References:</p> <p>School Code — 24 P.S. Sec. 510, 511</p> <p>Board Policy — 707.1</p>
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