**Operating Policy No. 4270**

**Communications**

**PSESD SPONSORSHIPS**

PSESD supports sponsorships of community organizations and activities in concert with achieving PSESD’s mission of “success for each child and eliminating the opportunity gap by leading with racial equity.” Types of PSESD sponsorships of outside organizations and activities may include a cash or in-kind sponsorship or co-sponsorship of a not-profit, government or commercial organization’s event or a non-monetary sponsorship or co-sponsorship of not-for-profit, government or commercial organization’s event. Such sponsorships are consistent with the values, principles, and objectives of PSESD. The activities of the organization for a potential PSESD sponsorship must not constitute any real or apparent conflict of interest with PSESD and must not be in conflict with any provisions of federal, state, or local laws and regulations. PSESD does not sponsor events or organizations for which the primary purpose is fundraising.

Definition of Sponsored Events by PSESD

A sponsored event/activity is organized by an external not-for-profit, commercial, or governmental entity in which PSESD isnot involved in determining content or publicity but does support the purpose of the event/activity, believes the event/activity is aligned with the PSESD’s mission and may be involved in facilitating, space, use of the PSESD logo, and other requests for the requesting not-for-profit, commercial or governmental entity.

Definition of Co-sponsored Events by PSESD

A co-sponsored event/activity is defined as an event/activity organized by an external not-for-profit, commercial, or governmental entity in collaboration with PSESD. This collaboration requires that the co-sponsored event/activity be compatible with PSESD’s mission. In the case of a co-sponsored event, PSESD is fully engaged in the planning and development of the event/activity, and both entities are responsible for managing the event/activity.

**Sponsorship Agreement**

PSESD sponsorships or co-sponsorships of outside organizations shall be guided by a written agreement between the sponsor and the ESD defining responsibilities of each party, the activity for which the sponsorship is provided, and the type, number and/or duration of the acknowledgement(s). Acknowledgement is defined as ESD recognition of its role as a sponsor*.* An example of an acknowledgment of the ESD as a sponsor is signage at sponsored venue, usage and placement of the ESD logo *(*[*PSESD Brand Styleguide.pdf*](https://pugetsoundesd.sharepoint.com/:b:/r/my/communications/Documents%20and%20Resources/Branding%20and%20Design%20Resources/Branding%20Guidelines/PSESD%20Brand%20Styleguide.pdf?csf=1&web=1&e=Vc1097)*)* or the ESD’s name, address and website included in the event’s brochure and in a newsletter, and other media. Upon receiving approval of a proposed sponsorship, PSESD staff must then complete the *Sponsorship Agreement Form* and have the agreement signed by both parties. *See* [*Sponsorship Agreement Form No. 4270F*](https://www.psesd.org/fs/resource-manager/view/0bc9885c-50bd-42dd-ae86-7baff883a321)*.*

**Limitations**

The ESD can terminate any proposed sponsorship and may terminate any such sponsorship agreement at any time should the sponsorship no longer comply with the terms of the agreement or this policy or should the sponsorship become inconsistent with the ESD’s educational mission, goals, and objectives.

No individual PSESD staff member may enter into a sponsorship agreement, including use of the PSESD logo, without approval of an Executive Leadership Team (ELT) administrator. The ESD may not commit designated funds or other resources from federal, state, or local grants to support or sponsor an outside agency without the approval of the grant source.

Adopted: March 2019

Revised: August 2022

Relevant PSESD Board Governance Policies: EL 8 Financial Management

EL 9 Asset Management