

NORTH PROVIDENCE SCHOOL DEPARTMENT ATHLETIC TEAM SPONSORSHIP POLICY	Approved: 3/24/2021

I. INTRODUCTION

The North Providence School Committee is committed to providing a quality education to all students in its care. The North Providence School Committee believes that providing a variety of interscholastic sports for its all students is a necessary ingredient in providing a quality and balanced education. In realizing this commitment, it is recognized that locally raised funds can usefully supplement core funding; sponsorship by external entities is one way of contributing to this need.

The North Providence School Committee is committed to implementing all sponsorship arrangements only within a framework that is consistent with the broader objectives of the School. The purpose of this policy is to set forth the principles and guidelines for both the School Committee in pursuing sponsorships and potential sponsors.

II. SCOPE

This policy is binding on all athletic sponsorship activities in the North Providence School Department. Athletic Sponsorship is defined as the support of the North Providence Athletic Program by an external for-profit or not-for-profit entity, with or without reciprocal conditions. Sponsorship may take the form of direct funding, the donation of goods, materials, or equipment, or the provision of services.

III. PRINCIPLES

- *Sponsorships must be consistent with the educational mission and values of the North Providence School Department.*

Sponsorship agreements should only be negotiated with organizations whose public image, products or services are consistent with the mission and values of the North Providence School Department. Sponsorships shall not promote political parties or candidates as the School Department does not desire to endorse any political campaign, party or candidate. Further, sponsorships shall not be accepted by the School

Department for companies, businesses or organizations which promote alcoholic beverages, tobacco products and political parties, candidates or organizations.

- *Sponsorships must be compatible with good education practice*

Time and resources allocated to raising funds and obtaining sponsorships should not compromise School Department priorities and the overall educational program. Sponsorship arrangements must not require a change to the School Department's values, policies or programs, or promote inappropriate student consumerism.

- *Sponsorships should help establish and promote local links*

In recognition of the importance of the local economy and community ties, attempts will, where possible, be made to establish any new sponsorship and promotional links locally.

- *Sponsorships must be coordinated*

Sponsorship arrangement must be planned in consultation with the Superintendent of Schools and the School Committee.

IV. SPONSORSHIP AND PROMOTION AGREEMENTS

All Sponsorship agreements must be approved by the School Committee based upon the recommendation of the Superintendent of Schools. The roles and responsibilities of individual parties, and the nature and level of acknowledgment to be given to the sponsor, must be clearly specified.

V. SPONSORSHIP RELATED MATERIALS

School Department letterhead, School names and school logos must not in any way incorporate the name or logo of the sponsor. Where acknowledgment of the sponsor occurs on promotional material, the sponsor's name or logo should not in any way overshadow the School or School Department's name or logo. In accordance with national and state rules committees, sponsorship name, logo, etc. are not allowed on any uniforms used for competition.

VI. THE SCHOOL DEPARTMENT'S INTERESTS ARE PARAMOUNT

Athletic sponsorship arrangements or promotional activities must be negotiated with the interests of the students, parents and the school community. In particular:

- Participation in athletics sponsorships and promotions should not generate pressure on children, parents or the School Department to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action.
- Sponsorship and promotions should not involve the endorsement of products or services by the School Department, school or students or be portrayed by the sponsor as an endorsement of the product.
- Acceptance of a sponsor's product or service should not be a condition of an individual student's participation in sponsored activities.
- Any educational material provided as part of a sponsorship or promotion should be clearly identified as being that of the sponsor and be acceptable according to the guidelines of this sponsorship policy of the North Providence School Department.
- Sponsorships shall be consistent with the requirements of applicable School Committee policies with reference to gender equity, equality, and access, and consistent with Title IX and other federal and state laws and regulations with regard to gender equity and equality in sports.

The School Department will publicly acknowledge organizations or individuals that make gifts to the School Department in an appropriate manner, as determined by the Superintendent.

Approved by the NP School committee: 3/24/2021