



**ADMINISTRATIVE GUIDELINES
POLICY 2340
ADVERTISING AND CORPORATE SPONSORSHIPS**

OUTSIDE SPONSORSHIPS

The Blue Valley School District believes in the benefits partnerships between school district activities and outside vendors can provide. To this end, the following guidelines will provide directions on how school district administration is to proceed when the opportunity arises for a public/private sponsorship event.

- All requests from outside vendors wishing to sponsor an activity must be made in writing to the school's administration and approved by the Blue Valley School District's superintendent or his/her designee.
- The written request will include the fee or services in kind that the outside vendor will provide to the school district.
- The request will provide information on what special accommodations will be made to the outside vendor (i.e. naming rights, special advertising arrangements) in exchange for a fee or services in kind.
- All requests must be made well in advance of the event. The deadline for sponsorship requests will vary by event and sport.

POSTING OF INFORMATION AND/OR MATERIAL FOR BLUE VALLEY EMPLOYEES

It is the desire of the Blue Valley School District to be able to provide community discounts and offers to its employees. In an effort to help ensure that only reputable and valid offers are made available, the following guidelines shall apply:

- Blue Valley School District will not endorse any business or product advertised to its employees;
- Information specifically promoting alcohol, tobacco and/or any illegal substances will not be posted;
- Information and/or material that is sexually inappropriate or explicit will not be posted;

- Information and/or material that is discriminatory in nature in terms of race, religion, sexual orientation, gender, disability or in any other form will not be posted;
- Information promoting religion or a religious product will not be posted;
- Businesses and individuals are not allowed on school property to promote or distribute any kind of offers or materials;
- Approved materials will be placed on the BV Web site for access by BV employees;
- Blue Valley School District, at the discretion of the superintendent or his/her designee, reserves the right to refuse distribution and/or posting of information and/or material from any individual or business.
- Any individual or business wishing to post information and/or material on the Blue Valley Web site must provide the information in the format specified by the person listed below (i.e. PDF, URL, etc.);
- Anyone interested in making information and/or material available to BV employees must first contact the Blue Valley Communications Department at 239-4043.