



# LOS ANGELES UNIFIED SCHOOL DISTRICT

## POLICY BULLETIN

**TITLE:** Sponsorships and Solicitations Guidelines

**NUMBER:** BUL-6876.1

**ISSUER:** Scott Price, Chief Financial Officer  
Office of the CFO

V. Luis Buendia, Controller  
Accounting and Disbursements Division

**DATE:** April 12, 2019

**ROUTING**  
Local District  
Superintendents  
& Administrators  
Principals  
Financial Managers  
School Administrative  
Assistants  
Central Offices

**PURPOSE:** The purpose of this bulletin is to provide a framework for schools and offices seeking to engage in sponsorships. Further, the policy outlines the general processes and procedures to follow when soliciting potential sponsors, evaluating offers of sponsorships, and accepting sponsorships, including the ethics safeguards that should be put in place to ensure the integrity of solicitations, sponsorships and future contracting relationships.

**MAJOR CHANGES:** Content has been revised to address student privacy matters and ethical considerations in seeking sponsorships.

**BACKGROUND:** District schools and offices are often approached by outside entities (individuals, businesses, non-profits, and other organizations) that offer to sponsor events or activities in the form of financial support, material goods, free training, labor, facilities or other resources, in exchange for agreed acknowledgment (i.e., sponsor recognition).

Entities may also be seeking to do business with the District via a competitive Procurement process (i.e., RFP or IFP) or by direct sales to schools and offices. In some cases, they may already hold contracts with the District.

Some entities may seek to gain a commercial or other competitive advantage and believe that by providing a donation or sponsorship, they will have a better chance of obtaining District business. The District must avoid such transactions and also avoid any appearance of impropriety in the acceptance of donations or sponsorships.

Most potential donors and sponsors have good intentions and volunteer their resources to support LAUSD students. However, we must hold firm and avoid sponsor recognition activities that could be perceived as an endorsement, advertising or commercializing the school environment, District property, and resources.



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### **I. BOARD RULE 1251 – SPONSORSHIPS AND ADVERTISING ON SCHOOL PREMISES**

#### **A. Sponsorship and Advertising**

Except as otherwise provided by Board Rule, the following activities on Los Angeles Unified School District shall be as follows:

1. The advertising or sale to students or employees of articles shall be prohibited.
2. Permanent advertising shall be permitted only with approval by the Superintendent or his/her designee.
3. Sponsorship recognition through temporary signage that does not include a “call to action” as described in Board Rule 1251 (1) shall be allowed when there is clear benefit to the school District, has a clear sunset date, has minimal impact on school operations or classroom activities, and is not located within the classroom.
4. Permanent sponsor recognition shall be permitted only with approval by the Superintendent or his/her designee.

#### **B. Approved Activities**

The Board of Education may sanction (See Board Rule 1255, et seq.) any worthy enterprise on District premises, particularly enterprises of an educational nature. Said sanction shall be evidenced by written permission from the Superintendent of Schools, Deputy Superintendent, or other designated representative of the Superintendent.

Additionally, recognized unions and associations have the right to meet with employees before and after hours of service or during duty-free lunch periods and can sell merchandise to their members during regular meetings, with the same rights extended to authorized parent and community groups with respect to their membership at their meetings. Site administrators will coordinate the use of facilities for meetings so that such activities can be arranged in a manner which does not expose non-participants to solicitations or sales activities permitted by this Rule and which does not open school premises generally to other vendors or commercial activities.

The intent of Board Rule 1251 is to outline permissible types of recognition of LAUSD sponsors on school sites through signage, branding or other media. It is not the intent to allow for the sale of products or services or the promotion or endorsement of products, services or companies.



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### II. BOARD RULE 1271 – PRIZES AND GIFTS

*No prize or gift of material value shall be awarded or given by any principal or teacher to any student, nor shall any principal or teacher receive any gift of material value from a student or parent. (For provisions relating to gifts to school, see Board Rule 1721, et seq.).*

While Board Rule 1271 does not define “material value,” the District has set the value at \$40 for personal gifts between teachers/principals and students/parents. Further, the \$40 threshold also applies for prizes and gifts to students purchased with District funds.

A limit has not been set for prizes and gifts funded by a sponsorship or donation given to students in recognition of achievement, however such prizes and gifts may carry certain tax reporting requirements. Please contact the Controller’s Office for additional information.

#### **GUIDELINES: I. DEFINING SPONSORSHIPS, DONATIONS, GRANTS, CO-BRANDING AND ADVERTISING**

It is important to distinguish the difference between sponsorships, donations, grants, co-branding, and advertising to properly account for each contribution.

##### **A. Sponsorships**

Sponsorship is the negotiated provision of funds, goods or services by an organization to schools and central office units in exchange for recognition, publicity or other benefits. The sponsoring organization may be a business, community-based organization, non-profit, a higher education institution, or even a trade group. Sponsorship may take the form of financial support and/or provision of material goods, training, or other resources, such as labor or facilities, in exchange for agreed acknowledgment (i.e. sponsor recognition), and may be between one or more schools and/or central office units and one or more organizations.

- Example of Sponsorship

Wonder Elementary School wants to hold a fundraiser at its Back to School Night to support building a learning garden on its playground. The Principal sends out letters to local businesses and community organizations asking if they would be interested in sponsoring the event by providing food and drinks to sell. The Principal clearly communicates to potential sponsors that sponsorship recognition at the fundraiser includes thanking all sponsors in his opening remarks and in printed event agendas for sponsors that contribute \$200 or more (See Attachment F for sample letter).



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### **B. Donations**

A *donation* is a charitable gift of funds, goods or services given by a donor. Donations are gifts given without return consideration or “quid pro quo.” A donation is a charitable act given to a cause or population, often fulfilling a need. It is appropriate for a donor to receive acknowledgement, but not appropriate to expect or ask for economic benefit or special consideration.

While a sponsorship is a business transaction where financial consideration is given to an entity in *return for a measurable benefit*, a donation is a gift given to an organization with *no expectation of a measurable benefit* to the donor.

- Example of Donation

The Principal is preparing for Wonder Elementary Schools garden fundraiser, when he receives a call from *Growing Learners*. The company’s CEO heard about Wonder Elementary Schools fundraising efforts to add a learning garden to its playground and offers to donate vegetable seeds and gardening tools to the school once the garden is open. The Principal announces the donation at the learning garden fundraising event.

### **C. Grants**

A *grant* is also a form of contribution such as cash, services, and goods that can be a benefit for an organization. However, grants are funds that usually require an application process or proposal, such as “grant writing,” in order to be given the funds and/or goods and services. In addition, grants put additional requirements on the District beyond just recognition or event participation, such as requiring matching funds, expense reports, status reports, and may also include restrictions on how the funds can be used beyond just a general intent. Further, the grantor may require that the District enter into a contract with the grantor or a third party in order to receive the grant.

- Example of Grants

The Wonder Elementary School learning garden fundraiser was a success, but the school still finds itself short of its fundraising goal. The Principal is considering hosting another fundraiser, when he receives an email from the Local District grant coordinator. A local foundation, *Planting Seeds* has just announced a grant opportunity for elementary and middle schools to create learning gardens. The grant requires matching funds and thanks to Wonder Elementary Schools previous fundraising activities, they qualify for the grant. After completing the application process, Wonder Elementary School is awarded the grant and has the funds to open its learning garden.



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### **D. Co-branding**

*Co-branding* is the use of multiple logos or brand names to promote a product or service. Sponsors may seek to use the District's logo, whether in media or in the production of goods along with their own logo. Co-branding may not include any "advertising" information (please see below for additional information regarding advertising). Co-branding is allowed in limited circumstances and all offers must be vetted by the District "Sponsorship Committee" before a school or office enters into an agreement with the sponsor or receives any goods or services.

- Example of Co-Branding

The Principal is contacted by *Planting Seeds*. The foundation loves the way Wonder Elementary School's learning garden turned out and would like to film a short promotional video, showcasing students and teachers working in the garden. *Planting Seeds* believes it will be a great co-branding opportunity. The foundation can use the video to solicit additional funding for its grant program, while LAUSD highlights its commitment to creating learning gardens for students. The Principal is excited to highlight the great work happening at his school and forwards *Planting Seeds* proposal to the District's Sponsorship Committee for review.

### **E. Advertising**

*Advertising* may be defined as any message or other material that is broadcasted, published, displayed or distributed and promotes or markets the business product, service or facility. This can include the following: statements of quality or comparison to similar products or services; price information or other indications of savings or value associated with a product/service; or an endorsement or an encouragement to purchase, sell or use the sponsor's products/services.

- Example of Advertising

The Wonder Elementary School community loves its new learning garden and the city council member would like to host a ribbon cutting ceremony at the school. Community members and local business have begun to call the school to donate water, food, tables, chairs, and canopies for the event. A local restaurant that just opened down the street from the school would like to donate 20% off meal coupons to hand out to all attendees. The Principal understands that coupons are a form of advertising and kindly declines the offer.

As indicated on Board Rule 1251, the District does not allow advertising, and if approached by an organization, schools and offices should ask instead if they would sponsor a school or office activity or event. Businesses or entities should contact their tax preparer if they are unsure on the potential tax



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benefits of their contribution. District staff should adhere to the guiding principles contained within this bulletin, and to the best of their ability, ensure sponsorships are handled appropriately and ethically.

### II. GUIDING PRINCIPLES

Solicitations should only be made if they would not create in the minds of reasonable, objective, fair-minded observers a perception that there would be improper influence or advantage provided to our sponsors.

The following principles should be adhered to when seeking sponsorships:

#### A. Student Achievement

The number one priority is always student achievement and sponsorship activities should never distract or detract from student success.

#### B. No Classroom Intrusion

Sponsor activities including branding and signage will not be allowed in the classroom at any time.

#### C. Voluntary Participation In Sponsorship Activities

Activities shall not be mandatory and acceptance of a sponsor's products or service must not be made a condition for student or staff participation in the sponsored activity or program. For example, schools or central offices must neither insist that students wear clothing carrying the sponsor's name or brand, nor require students to participate in the sponsored activity.

#### D. Protecting the Integrity of LAUSD

LAUSD is seen as a large and attractive market for sponsors, and it is beneficial to be associated with the LAUSD name. Activities must never compromise the high integrity of this organization as an instructional institution that serves children. The activities of the sponsor must be consistent with the District's mission, programs, purposes and standards and must not be incompatible with or reflect negatively on the District, its mission or its policies. The activities of the sponsor must not constitute any real or apparent conflict of interest, and must not be in conflict with any provisions of federal, state or local laws and regulations.

#### E. Staff Cannot Individually Benefit as a Result of Sponsorship

Staff must not take, or seek to take, improper advantage of their position in order to obtain personal benefits from sponsors or sponsorships. All benefits of a sponsorship must go to school(s) or central office unit(s).

#### F. Sponsorship Is Not an Endorsement by LAUSD

The acceptance of resources from a sponsor, and the recognition of the sponsor are not an indication of LAUSD endorsement of such product,



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service or business. Additionally, acceptance does not have bearing on any future LAUSD contract.

This means that LAUSD cannot agree to any advertising message (including verbal statements, demonstrations, or depictions of the name, signature, likeness or other identifying personal characteristics of an individual or the name or seal of LAUSD) that consumers are likely to believe reflects the opinions, beliefs, findings, or experiences of LAUSD, even if the views expressed by LAUSD are identical to those of the sponsoring advertiser.

### **G. Prohibited Sponsors**

The District will not seek sponsorship from corporations that market, sell or produce products that may be harmful to children including, but not limited to, cannabis also known as marijuana, tobacco, alcohol, firearms, gambling, or high-fat and high-calorie foods and drinks. This includes prohibition of sponsorship events hosted and promoted by restaurants as mentioned in Board Resolution 077-16/17 (See Attachment A for a detailed list of disapproved and disallowed sponsorship categories).

### **H. Equity**

Sponsorship must promote equity among all students. Sponsors shall be encouraged to support a variety of schools to ensure equity in access and opportunities.

### **I. Prohibited Sponsorship Requests**

The District may not request of sponsors the purchasing of or funding for the purchase of items that would be viewed as incompatible with the District's mission and principles.

## **III. SOLICITATION ACTIVITIES**

District schools and offices may desire to solicit sponsorships for appropriate purposes and activities for which District funds are not available. Sponsorship agreements should only be negotiated with organizations whose public image, products and services are consistent with the values, educational purpose, goals and specific policies of individual schools and the District as a whole.

The educational rationale for the activity to be sponsored should be foremost in the discussions and specified in the sponsorship agreement. Any sponsorship agreement must not compromise the professional standard and ethics of staff, limit or direct academic debate in the classroom, or influence the curriculum or other school programs.

Except as otherwise provided in this bulletin, all solicitations of sponsorships must be made consistent with the policies outlined in Section II (Guiding Principles, page 6 to 7) of this bulletin, and be made in a transparent manner.





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### **A. Prohibited Activities**

The District shall not solicit a sponsorship from any person or entity who is currently seeking to do business with the District under an Invitation for Bid, Request for Proposal, or other procurement solicitation. This prohibition extends to vendors or contractors who, to the best knowledge of the District employees, are seeking to obtain or extend a contract or do other business or are reasonably likely to seek a contract or do other business with the District within the 12 month period following the solicitation.

The Procurement Services Division maintains a list of bench contracts and master service agreements in their website, which also contains information concerning current and upcoming solicitations, available at:

[https://psd.lausd.net/procurement\\_solicitations\\_achieve.asp](https://psd.lausd.net/procurement_solicitations_achieve.asp)

### **B. Use of a Third-Party Vendor**

In order to maintain the integrity of this process, schools and offices should utilize a District third-party vendor to solicit District-wide sponsorships. A centralized solicitation process ensures the appropriate motivation for sponsorship and avoids any appearance of impropriety. The District currently has a contract with Belma Johnson Productions to solicit District-wide sponsorships, among other things. Additional third-party vendors may be available in the future.

### **C. School and Office Sponsorship Negotiation Threshold**

If a third-party vendor for solicitation is not used, schools and central offices shall have the authority to negotiate and enter into sponsorship agreements that are less than \$25,000 in value and for a term of one year or less.

Additionally, these low-value sponsorship agreements shall not have a scope that impacts the entire District, but rather only the interested school or office. Agreements that exceed that dollar amount and/or term need the approval of the Local District Superintendent for schools or the Superintendent or designee for central offices. See Attachment A for a sample of an agreement form.

### **D. Sponsorships Including Co-Branding Opportunities**

If a sponsor proposes a “co-branding” arrangement as part of the sponsorship, please contact LAUSD’s Sponsorship Committee. The Sponsorship Committee includes staff from the Office of the General Counsel, Procurement Services Division, Office of the Controller and Beyond the Bell. Co-branding opportunities will be reviewed by the Sponsorship Committee for compliance with this bulletin, the mission and values of LAUSD and value added to the District by engaging in the co-branding agreement.





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### **E. District Negotiated Discounts**

The District may negotiate discounted rates for all employees with organizations for activities, products or services that support employee recreation or health and wellness. Discount opportunities will be posted on the Employee Recreation, Employee Health & Wellness or Wellness Programs web pages. If an office or school site is approached by an organization offering a discounted rate that supports employee recreation or health and wellness, please refer the organization to the Office of the Chief Financial Officer so the proposal may be reviewed by the Sponsorship Committee.

- **Sponsorship Committee**

To contact the Sponsorship Committee to have a co-branding or discount opportunity reviewed, please contact the Office of the Chief Financial Officer.

It is important to enter any sponsor relationship with a clear understanding of:

- The tremendous value to an organization of being associated with LAUSD and providing access to our students and parents.
- Your fundraising goal.
- The time and resources you are willing (or not willing) and able to commit to the relationship and sponsorship activities.
- Clear appropriate sponsorship opportunities such as events and afterschool programs.
- Your list of appropriate sponsorship recognition activities.

### **IV. ACCEPTANCE OF SPONSORSHIPS**

You must follow the procedures and policies outlined below when entering into sponsorship agreements and accepting any sponsorships:

#### **A. Follow District Policies**

Monitor adherence to guidelines and principles within this bulletin.

#### **B. Keep Records**

Maintain accurate copies of all sponsorship agreements, which must be signed by the sponsor and site administrator. Additional review by the committee, signature and approval from Local District Superintendent (for schools) and Superintendent (for offices), and Board of Education approval must be obtained if the sponsorship is valued at \$25,000 and above and/or has a term of more than one year (see Attachment B – sample sponsorship agreement or other agreement documents prepared by the District’s third-



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party vendor). Site administrator must provide a copy of the sponsorship agreement to the Office of Chief Financial Officer for inclusion in a Board Report for Board approval/ratification. The Board approval/ratification step, however, will not delay the crediting of the funds to the applicable sponsorship account.

### **C. Accounting for Monetary Sponsorships**

Ensure that sponsorship income and expenditure are handled appropriately. When monetary sponsorships are received, the administrator must obtain appropriate signatures as required in the “Request to Process a Sponsorship” form and submit the funds, payable to “Los Angeles Unified School District,” to Cash Receipts Unit, along with Attachment C – Request to Process a Sponsorship and, if the amount of the sponsorship is \$25,000 or more, a copy of the sponsorship agreement. Cash will be deposited and placed in the following account:

K-12 Schools	010-0000	1110-1000-13270
Special Education Schools	010-6500	5750-2700-13273
Adult Education Schools	110-0000	4110-1000-13274
ROP/ROC/Skills Centers	010-0000	6000-1000-13275
Early Childhood Education Centers	120-0000	0001-2700-13276
Offices	010-0000	0000-7200-13277

### **D. Sponsorships Involving Gift Cards**

If the Sponsorship involves receipt and/or distribution of gift cards, please see REF-055300, “Tax Implications on Employee Receipt of Gift Cards, Tickets, and Other Fringe Benefits” for important guidelines on restrictions, tracking and reporting of the gift cards.

### **E. Appropriate Sponsor Relationships**

Be responsible for maintaining a relationship with the sponsor and providing oversight to the sponsor’s activities.

### **F. Sponsorship Acknowledgement Letter**

The administrator should provide the sponsor with an official acknowledgement of the sponsorship (See Attachment D for sample acknowledgement letter).

## **V. SPONSOR RECOGNITION AND SIGNAGE GUIDELINES**

The extent of sponsor acknowledgment should reflect the level of sponsorship. Sponsor acknowledgement should also be in a form consistent with the standards and values of individual schools and the District. The public nature of the school district should not be infringed or impaired by sponsorship activities.



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The District should adhere to the following:

- Schools should not provide, and sponsors should not be allowed to take, photos/videos of students or staff without a signed publicity release that has been reviewed and approved by the Office of General Counsel.
- Signage size and placement shall be determined by the District, not the sponsor.
- Temporary signage for sponsor recognition shall be removed after a sponsorship agreement sunsets.
- All permanent signage shall be approved by the Superintendent or designee.

See Attachment E for examples of appropriate and inappropriate sponsor recognition.

### **RELATED RESOURCES:**

*Board of Education Rule 1251 - Sponsorship and Advertising Activities on School Premises*, amended December 14, 2010.

*Board of Education Rule 1271 - Gifts and Prizes*

*BUL-5895.2 - Donations*, August 27, 2018.

*Ethical Partnerships & Solicitations Guidelines*  
issued by Ethics Office.

*BUL-6292.1-Guidelines for Sales and Service of Non-School Meal Program Food/Beverages on School Campus*, August 24, 2015.

*REF-055300-Tax Implications on Employee Receipt of Gift Cards, Tickets, and Other Fringe Benefits*, August 27, 2018.

### **ASSISTANCE:**

For assistance or further information, please contact the following offices:

- Office of the Chief Financial Officer – 213-241-7888
- Controller’s Office – 213-241-7889
- Procurement Services Division – 213-241-3087
- Ethics Office – 213-241-3330
- Office of the General Counsel – 213-241-6601
- Food Services Division – 213-241-6419
- Beyond the Bell – 213-241-7900
- Local Districts – Operations
  - Northeast – 818-252-5400
  - Northwest – 818-654-3670
  - West – 310-914-2102
  - Central – 213-241-0126
  - East – 323-224-3177
  - South – 310-354-3515

LOS ANGELES UNIFIED SCHOOL DISTRICT  
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**DISAPPROVED AND DISALLOWED SPONSORSHIP CATEGORIES**

As a guiding principle, solicitations should only be made if they would not create in the minds of reasonable, objective, fair-minded observers, a perception that there would be improper influence or advantage provided to our sponsors.

The following product categories are disapproved and disallowed under all circumstances:

- Cannabis and related products, also known as marijuana
- Tobacco products and accessories such as, but not limited to, cigarettes, e-cigarettes, vape, cigars, chewing tobacco, pipes, pipe tobacco, rolling papers, and all other smoking accessories
- Liquor and all other alcoholic beverages and products
- Firearms and all other forms of weaponry
- Foods and beverages prohibited for sale in public schools in California or inconsistent with the District's Healthy Beverage and Healthy Snack policies  
(A listing of approved foods and beverages may be accessed at <http://cafe-la.lausd.net/>. Additional guidelines on sales and service of non-school meal program on school campus can be found on BUL-6292.1)
- Gambling and related activities, products and services such as, but not limited to casinos, horse race tracks and off-track betting parlors, but not including simple games and accessories such as, but not limited to, playing cards
- Blood-sports and related activities, products and services such as, but not limited to, ultimate fighting, professional boxing/pugilism, professional wrestling, professional martial arts and animal fights, but not including Olympic, amateur and scholastic boxing, wrestling and martial arts
- Radio, broadcast television, cable television and other news, information and entertainment programs and services rated for viewing by audiences over fourteen years of age, mature audiences ("MA") and other adult classifications by appropriate industry rating associations
- Motion pictures rated to exclude children, audiences under fourteen years of age, restricted ("R"), to exclude viewers under eighteen years of age ("NC-17," "X") and other adult classifications by appropriate industry ratings associations
- Theatrical productions that are not age appropriate for primary, elementary, middle, intermediate, junior high or high school student populations
- Publications such as, but not limited to, newspapers, book and magazines not age appropriate for primary, elementary, middle intermediate, junior high or high school student populations
- Music in forms such as, but not limited to, compact discs, cassette tapes, and vinyl disk records that are not age appropriate for primary, elementary, middle intermediate, junior high or high school student populations such as, but not limited to, music that displays parental warning notices by appropriate ratings associations
- Condoms, prophylactics and other birth control devices
- Pornographic and adult video, audio, computer software and other media products
- Pornographic and other adult-oriented apparel and products
- Plagiaristic term paper and research paper products
- Cheat sheet or crib sheet/notes for academic tests

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The following sponsor categories are disapproved and disallowed:

- Cannabis and related products, also known as marijuana
- Tobacco and related product manufacturers, distributors and special interest groups
- Alcoholic beverage/product manufacturers, distributors and special interest groups
- Firearm and all other weapon manufacturers, distributors and special interest groups
- Gambling casinos, horse facing tracks, off-track betting parlors and special interest groups, but not including simple game and accessory manufacturers such as, but not limited to, playing cards
- Blood-sport and related activity promoters, organizations and special interest groups, but not including olympic, amateur and scholastic boxing, wrestling and martial arts organizations and special interest groups
- Condom, prophylactic and other birth control device and product manufacturers, distributors and special interest groups
- Plagiaristic term paper and research paper product and crib notes product manufacturers, publishers, distributors and special interest groups
- Pornography and other adult video, audio, computer software, other media product dry goods, apparel and other product manufacturers, publishers, distributors and special interest groups
- Political candidate(s) or organizations
- Special interest groups that promote the legalization of controlled substances
- Special interest groups or secret societies that promote violence, racism, bigotry, religious or ethnic intolerance, sexism or other forms of antisocial behavior or rhetoric
- Religious or sectarian organizations

The following service categories are disapproved and disallowed:

- Political, including community or non-profit service advertisements that may include depictions or references to elected officials or candidates for elected offices
- Pornographic and other adult telephone calling and/or other party line, online computer services and other such services
- Special interest services promoting the legalization of controlled substances
- Religious or sectarian related services

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ATTACHMENT B

**SAMPLE OF SPONSORSHIP AGREEMENT**

\*\*\*Note: If a third-party vendor for solicitation is not used, schools and central offices shall have the authority to negotiate and enter into sponsorship agreements for under \$25,000 in value and for one year term. Herewith is a sample sponsorship agreement. Schools and central offices utilizing the District's third-party vendor for solicitation should contact Procurement Services for guidance with sponsorship agreements.\*\*\*

School/Central Office Unit: .....Cost Center Code: .....

Name and Address of Sponsor:

.....

Details of Sponsorship:

(Review policy statement outlined in Section III of this bulletin, and insert below details of goods/services/money provided by sponsor together with **educational rationale**)

.....

Period of Sponsorship: From ..... to .....

LAUSD (School/Central Office) Obligations: (Insert details of any obligations, acknowledgments, undertakings, and activities which the school/central office must provide for sponsor)

.....

**CONDITIONS OF SPONSORSHIP:**

1. The LAUSD (school/central office) may at any time cancel this sponsorship agreement with immediate effect: (a) should it become aware of any change in policy which may affect dealings with the Sponsor, (b) should it decide that the Sponsor is not an appropriate Sponsor of a government educational institution, (c) for its convenience.
2. The Sponsor shall not hold itself out to the public as having authority to act on behalf of LAUSD by virtue of this Sponsorship Agreement.
3. The Sponsor acknowledges that by accepting this sponsorship the LAUSD is not endorsing the Sponsor's products, services or business activities and will not communicate that LAUSD is endorsing the Sponsor in any way.
4. The Sponsor agrees to indemnify and hold harmless LAUSD and the Board of Education of the City of Los Angeles from and against any and all actions, awards, claims, costs, damages, demands, expenses, injuries, judgments, liabilities, and/or losses whatsoever (including reasonable attorneys' fees), including without limitation those based upon liability without fault, resulting from or arising out of this Agreement.

SPECIAL CONDITIONS: (Insert details of special conditions if any)

.....

**DECLARATION:**

On behalf of the above named sponsor, I agree to provide the sponsorship described above and agree to comply with the Conditions of Sponsorship and Special Conditions listed above.

Signature: ..... Date: .....

Name: (please print) .....

Position in Sponsor's Organization: .....

**For LAUSD use only (to be filled out by school or office staff)**

\*\*\*All sponsorship agreements must have appropriate District official approval(s). Accurate copies of pertinent documentation should be retained by the receiving location. A copy of this agreement must be submitted to the Office of the Chief Financial Officer if the sponsorship agreement value is \$25,000 and above and/or more than one year term.\*\*\*

Sponsorship amount: (enter dollar value) \_\_\_\_\_ Sponsorship term (in months/years): \_\_\_\_\_

**Sponsorship agreement valued at \$25,000 and above and/or more than one year term must obtain second signature below.**

Signature of site administrator: \_\_\_\_\_

Name and title of site administrator: \_\_\_\_\_

Signature of delegated authority: \_\_\_\_\_

Name and title of delegated authority: \_\_\_\_\_

The individual(s) above acknowledges and approves the sponsorship agreement to be consistent with District sponsorship policies.

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ATTACHMENT C

REQUEST TO PROCESS A SPONSORSHIP

School/Office: \_\_\_\_\_

Cost Center \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone \_\_\_\_\_

SPONSOR INFORMATION

Name of Individual/Group/Company \_\_\_\_\_ Telephone \_\_\_\_\_

Address \_\_\_\_\_

FORM OF SPONSORSHIP:  Check/Cash  Materials/Goods/Services

AMOUNT/VALUE \$ \_\_\_\_\_ ACCOUNTING LINE \_\_\_\_\_

APPROVED BY \_\_\_\_\_ DATE \_\_\_\_\_  
Signature of Administrator

SPONSORSHIP CHECKLIST:

1. Was the sponsorship sought by the school/office or by a third party vendor?  
 School/Office  Third Party-Vendor
2. Does the school/office acknowledge the contribution as a sponsorship, and not as a donation, grant, advertising, or other type of contribution?  Yes  No
3. Is there a sponsorship agreement on file?  Yes  No
4. Do the sponsor and school/office agree to the terms of the sponsorship?  Yes  No
  - 4a. What are the terms (in months/years)? \_\_\_\_\_
  - 4b. What is the obligation, acknowledgement, undertaking, and/or activities which the school/office must provide for the sponsor? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. Does the sponsorship adhere to the allowable products, service and sponsor categories outlined in this bulletin?  Yes  No

Please retain copies of all documentation, including letters from sponsors, related to the contribution at the site as evidence that the sponsorship has been spent in accordance with the sponsor's intent.

The following approval(s) must be obtained in order to deposit sponsorship funds.

Sponsorship agreement valued under \$25,000		Sponsorship agreement valued at \$25,000 and above	
Site Administrator Name:		Committee Review Initials:	
Site Administrator Title:		Local District Superintendent/ Superintendent Name:	
Site Administrator Signature:		Local District Superintendent/ Superintendent Signature:	
Date:		Date:	

**Note:** Cash Receipts Unit will not process the sponsorship if "no" is marked or if any of the questions above are left unanswered.

Cash Receipts Unit: Signature \_\_\_\_\_

Date Check/Cash Deposited \_\_\_\_\_



LOS ANGELES UNIFIED SCHOOL DISTRICT  
Office of the Chief Financial Officer

BUL-6876.1  
April 12, 2019

ATTACHMENT D

**SAMPLE OF ACKNOWLEDGEMENT LETTER**

Date

Address

Salutation

On behalf of the [school/office name] community, I want to thank you for your support. Your [contribution/time you gave/ resources you provided] for [insert activity/program] was a tremendous help and will go a long way to helping our students and creating the learning environment and community support need.

We want you to remain our partner and look forward to working with you again. Please know that your investment and time is important to us.

The Los Angeles Unified School District, as a political sub-division of the State of California, is a tax-exempt organization under Internal Revenue Code section 170(c)(1). For your information, the following are the District's federal and state ID numbers:

State:	800-9074-9
Federal:	95-6001908

Thank you again for your generosity.

Sincerely,

[principal/administrator's name]

**ETHICS PROCLAIMER:** Please note that being an LAUSD sponsor is a strictly voluntary opportunity that enables community partners to support LAUSD schools and programs. Being a sponsor should not be construed to have any bearing whatsoever on any current or future business with LAUSD.

### EXAMPLES OF APPROPRIATE/INAPPROPRIATE SPONSOR RECOGNITION

Examples of Appropriate Sponsor Recognition include:

- Placement of a plaque or notice in a school or office acknowledging the support of a company which provided the resource;
- Attendance by the sponsor at school or departmental functions such as concerts, dinners or presentation nights and an opportunity for the sponsor to make an address or present awards at such functions;
- Public display of signs acknowledging the sponsorship at relevant school or departmental functions;
- Acknowledgment of the sponsorship in one or more of the school's or department's bulletins or newsletters; and/or
- Sponsor's logo or name on athletic equipment (shall be coordinated with the Interscholastic Athletic Department).

Signage, such as banners are allowed as long as they are not advertising, but rather are sponsor recognition and have a clear purpose and a sunset date. Regarding values, as a point of reference, a billboard on a major thoroughfare or freeway may cost a business \$5,000 to as much as \$20,000 or \$30,000 a month. Many times schools accept \$250 or \$500 from a sponsor and recognize them with an outward facing banner on the school periphery for the school year. This may undermine a school's ability to recognize other sponsors, or ensure a meaningful investment by the sponsor. While a sponsorship banner is indeed different from an advertising billboard, the school also provides the sponsor value by association with the school community and school brand and this should be reflected in the investment.

Production of a banner or other materials recognizing sponsors should not present a financial burden to schools. If a sponsor produces the banner, ensure prior to production that the design and language used meets the sponsorship guidelines and is not advertising.

Examples of inappropriate signage include, but are not limited to, a description of services or products, business contact information, and advertising language such as coupons, special offers, or slogans:

**Jill's Jewelry**  
"the best gems in town!"  
310-555-4444 123 Sunshine Lane  
jillsjewelry@emailme.com

**Captain Can**  
For all your  
marketing and printing needs!  
Mention this banner for 25% off  
captiancan@emailme.com

Samples of appropriate signage which do not include advertising information and only serve to recognize and thank the sponsor:

*Thank you –*  
**Jill's Jewelry**  
For your support!  
**Bright One's Elementary School**

**Bright One's Elementary School**  
Thanks  
Our Back to School Night Supporters!  
**Captain Can**  
and  
**Jill's Jewelry**

LOS ANGELES UNIFIED SCHOOL DISTRICT  
Office of the Chief Financial Officer

BUL-6876.1  
April 12, 2019

ATTACHMENT F

**SAMPLE OF SPONSORSHIP SOLICITATION LETTER**

July 1, 2019

Helpful Community Organization  
123 Pledge Street  
Los Angeles, CA 90017

RE: Opportunity to Support the Amazing Students of Wonder Elementary School

Dear Education Partner:

At the Los Angeles Unified School District (LAUSD), we believe in every child's ability to achieve success. As we strive to provide a quality education for students during these difficult budget times, we are seeking community support for programs that enrich the lives of our students inside and outside of the classroom. Here at Wonder Elementary School, it is our goal to build a Learning Garden to create a much needed green space on our campus where students can learn about plant and animal life-cycles.

Our Learning Garden Committee has decided to host a fundraiser at our upcoming "Back to School Night" on August 23, 2018, where we anticipate 300 students and parents to attend. In support of the fundraiser, we are reaching out to local businesses and community organizations that may be interested in donating to or sponsoring the fundraiser. We are seeking:

- Refreshments (cases of bottled water & juice boxes),
- Baked Goods (donuts, cookies, cupcakes & pastries),
- Food (25 pizzas @ \$11 each & variety chip bags),
- Plates & Napkins, and
- Monetary Contributions.

All Donors and Sponsors will be recognized and thanked publically during my "Back to School Night Welcome Speech" to parents and students. Sponsors that contribute \$200 or more in monetary or in-kind support will also be recognized in our "Back to School Night Agenda" (approx. 200 printed and passed out).

Donations and sponsorships are strictly voluntary and have no bearing on current or future contracts with LAUSD. If your organization is currently participating in a contracting process with LAUSD, such as responding to a Request for Proposal (RFP), please notify our main office at the number below so we may remove your information from our solicitation efforts.

Here at Wonder Elementary School, we hope to create long lasting relationships with our local businesses and community organizations. Working together, we can plant the seeds of success for current and future students. If you are interested in donating to or sponsoring our Back to School Night Fundraiser, please call the number below and request to speak to Ms. Verde by August 17, 2018.

Thank you in advance for supporting the students of Wonder Elementary School!

Best regards,

Principal, Wonder Elementary School