

## **NEW - DRAFT Bus Transportation - E-240**

The Public Schools of Northborough and Southborough will provide public transportation to those students entitled to public and private schools within the Towns of Northborough and Southborough, in accordance with Massachusetts General Laws, Chapter 71, section 68 (as amended) and Chapter 76, Section I (as amended). The *Transportation Procedures and Guidelines* document shall govern District transportation practices and are available on the District's website.

*Legal Refs. M.G.L. c.71, §68 (as amended); M.G.L. c.76, §I (as amended)*  
*Section 504 of The Rehabilitation Act of 1973*  
*Transportation Practices and Guidelines*

Adopted:	
----------	--

## **NEW DRAFT - Advertising, Donations and Sponsorships Policy- K-240**

The Northborough-Southborough Regional School Committee recognizes that advertising, donations, and sponsorships represent a means of generating funds and sources of revenues for our District and school(s). The School Committee appreciates the contributions of community members and private and public organizations. This policy provides guidance and definitions for various types of alternate sources of funding. Revenues and/or in-kind goods or services shall be utilized for the sole benefit of the School District.

Any activities governed by this policy are subject to the provisions of Federal, State and local law with respect to access, procurement, and all other identified legal requirements. All advertising, donations and sponsorships shall be consistent with the District's mission and aligned with shared community values.

There shall be no advertising of products, companies, causes and/or organizations, which by virtue of the advertisement, endorse drugs, tobacco, alcohol, or weapons; contain vulgar and plainly offensive, obscene, or sexually explicit language and/or depictions; advocate the violation of the law or any District Policy; advance any religious or political organization; promote, favor, or oppose a candidate for elected office or a ballot measure; Advertisements shall not be disruptive or jeopardize the safety of students, staff and/or the public by their content or physical properties.

**Advertising** and/or distribution of advertising materials are not allowed on school property without the prior approval of the Superintendent or designee.

**Donations** are money or resources given to a school or district with no intended consideration.

**Sponsorships** seek to establish a long-term relationship with the School District by supporting a specific activity or event and for which the sponsor will be recognized during the length of that activity or event unless determined otherwise. Such recognition may include verbal or written notification or use of the sponsor's name in connection with a particular program or event.

### **Advertising is permitted on school property subject to the following conditions:**

1. At no time shall school property be damaged by advertisements or by the direct consequences of such advertisements nor shall the School District incur any costs in connection with any such advertisement.
2. Advertisements may be displayed for specific events or over the course of a longer period of time but in no case beyond the duration of the current academic year, without prior approval.
3. All advertising rates are subject to review by the Office of the Superintendent. These rates may be, without limitation, dependent upon the size, number of companies/products being advertised and/or duration of the advertisement(s). If the advertising duration is longer than three (3) years it will be brought forward to the School Committee for approval.
4. Nothing in the policy shall be construed to prohibit the recognition of school educational programs related contributions, such as instructional materials or student awards by business/corporations, nor to prohibit the use of such contributions bearing the identification of businesses which are sponsoring the contribution.
5. The District extends an opportunity to community-based, non-profit organizations within the communities of Northborough and Southborough to include the placement of literature in school offices and electronic backpacks with prior approval of the Superintendent or designee.

## **Donations and Sponsorships**

Any community/support organization intending to obtain sponsorship contracts must have the prior approval of the Superintendent or designee before proceeding.

Schools may work with local sponsors or donors directly or with the assistance of support organizations established for the purpose of raising funds to support the school's programs. Supporting organizations are defined as school groups such as parent-teacher organizations.

### **Guidelines:**

#### **The following guidelines apply to advertising, donations and sponsorships**

1. Funds collected by community support organizations (e.g. PTA/PTO, Boosters, etc.), must be maintained by those organizations according to each organization's bylaws and practices. established procedures;
2. Signage must adhere to all municipal/county government zoning ordinances and School Committee policies;
3. Signage may not obstruct sight of school facilities or interfere with school activities.
4. Funds provided to schools by communities/support organizations are to be considered a donation, and must be accompanied by a letter from the contributor stating the intended uses of such funds (e.g. either for a specific purpose or as determined by the principal) and follow accepted accounting practices as defined by the School Committee.
5. All donations, sponsorships, and/or advertisers must complete the appropriate documentation and the District will provide a letter of confirmation.

Adopted:	
----------	--