

GIFTS, DONATIONS, AND SPONSORSHIP PROCEDURES

All gifts, donations, sponsorships, and/or in-kind support must be solicited and secured in accordance with these procedures.

Guiding Principles

The following principles will guide the NWESD 189 in the solicitation and acceptance of gifts, sponsorships, or support to enhance or develop programs and services:

- Must further the mission, vision, and strategic targets of the NWESD, including alignment of donor/sponsor business practice, mission, and/or community involvement with the NWESD 189 mission, vision, values, and core principles.
- May not dictate policy or priorities.
- Must not compete with current funding to member school districts.
- May not require endorsement of products or services.
- All gifts, donations and sponsorships and/or in-kind support become property of the NWESD 189.
- Must not limit any opportunity for other actual or potential donors and or provide any preferential treatment to any current or potential donor.

Solicitation

- 1) Staff must receive approval from the Superintendent or designee prior to submitting any request of potential sponsors.
- 2) Each potential sponsor request must meet the following criteria:
 - A) No request will compete with request(s) from member district(s)/school(s).
 - B) The sponsor's business practice, mission, and/or community involvement is aligned with the NWESD 189 mission, vision, values, and core principles.
 - C) The sponsor acknowledges that funds become the public resource of the NWESD 189 with its uses governed by state and federal law/policy.
 - D) There is a clearly defined connection to a specific NWESD 189 event, program, and/or project.

Approval

- 1) The Superintendent reserves the right to decline sponsorship, including advertising, that is counter to the mission, vision, and values of NWESD 189.

- 2) Any gift to the NWESD 189 of real property can be accepted only by written Superintendent approval.
- 3) Any donation to the NWESD 189 of money, materials, or equipment having a value of \$500 or greater shall be subject to written Superintendent approval.
- 4) The Board will be notified of any accepted gifts, donations, or sponsorships with an estimated value of \$2,000 or greater.

Recognition and Acknowledgement

NWESD 189 will ensure that each donor or sponsor receives acknowledgement and, to the degree that the donor is willing, public recognition. The following guidelines will be used in providing acknowledgement to and recognition of sponsors:

- 1) A letter of acknowledgement for gifts of money and in-kind support will be sent to all sponsors and a copy will be placed on file. Any special recognition agreements will be stipulated in the acceptance/acknowledgement letter.
- 2) For gifts, donations and/or sponsorships valued at over \$2,000, the NWESD may submit a press release to local newspapers and/or publish an article regarding the sponsorship in its own newsletter.
- 3) Public acknowledgement of sponsorship in appropriate/related/relevant materials will normally be restricted to a statement of the sponsor's name and/or a display of logo. Standards controlling the size format and location of such acknowledgment will be developed to ensure both consistency and quality of appearance. Such acknowledgement will not take precedence or have prominence over the NWESD 189's own logo or promotional material.
- 4) Acknowledgement of sponsorship may also take the following forms at the NWESD 189's discretion:
 - Launch of a special program or media campaign to announce the gift.
 - Sponsor's name on promotional materials.
 - Small standardized plaques may be placed on donated furniture or equipment.
 - Bookplates.