

**Information Update: District Sponsorships**

	<b>Information reported at the 10-18-11 School Board Workshop</b>	<b>Information updated as of 05-15-12</b>	<b>Policy or Procedures</b>
<b>OVERVIEW</b>	Of 10 districts reviewed, six were in the process of considering school district policy about sponsorships. Some Others either have standard advertising policy and/or work through their Education Foundation.	Of those district previously reporting exploring developing policy and/or contracting with a national firm, no contracts have been executed and work continues on policy development.	
<b>FLORIDA DISTRICTS</b>			
<b>Brevard</b>	Previously had run all sponsorships through their Education Foundation, but due to changes in Business Partner Coordinator assignment, currently are exploring school board policy.	The Board is currently working on developing sponsorship/advertising policy	
<b>Broward</b>	A national firm was selected through RFP process for Advertising/Sponsorship Program Services. Action on the contract is currently on hold.	<ul style="list-style-type: none"> <li>• District is still holding on the contract. If they do move forward on the contract, they must first develop district policy and procedures.</li> <li>• District has developed procedures for advertising on school websites.</li> </ul>	<b>ADVERTISING ON SCHOOL WEBSITE PROCEDURES</b>
<b>Charlotte</b>	The Superintendent is exploring hiring a national firm for advertising/sponsorship program svcs.	Board action on contract with national firm is in abeyance.	
<b>Lee</b>	Have guidelines in place re: advertising on school or district grounds or through students. Education Foundation handles most of the district-level partnerships.		

<b>Manatee</b>	Manatee Education Foundation and Superintendent exploring working with a national firm for advertising/sponsorship program services.	The School Board attorney is reviewing the contract proposed by a national firm.	Do not believe that developing additional policy will be necessary.
<b>Marion</b>	Moving forward carefully exploring policy and procedure. Have some minimal advertising on district webpage and are carefully exploring more.	Still in exploration stages.	
<b>Miami-Dade</b>	Has policy in place. Currently researching working with national firm or firms re: advertising as a revenue for the district.	RFP resulted in the district's Third Party Advertising Committee selecting four firms. The district is in the process of carefully considering the proposed contracts.	<ul style="list-style-type: none"> <li>• <b>ADVERTISING ON SCHOOL BOARD PROPERTY</b></li> <li>• <b>SCHOOL BASED ADVERTISING PROCEDURES GUIDE</b></li> <li>• <b>ADVERTISING AGREEMENT</b></li> </ul>
<b>Orange</b>	Manages all sponsorships and advertising through an in-house position: <i>Senior Manager of Sales and Marketing</i> .		
<b>Palm Beach</b>	Current district procedures address advertising and include a definition of corporate sponsorships.		
<b>Seminole</b>	Managed through The Foundation for Seminole County Public Schools, Inc.		