



RIVER VALLEY SCHOOL DISTRICT

660 West Daley Street

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Spring Green, Wisconsin 53588

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Phone: 608-588-2551

656 - Rule

Sponsorships

1. The applicant shall choose a package that they feel meets their need or they may make a proposal for a sponsorship that better suits their desires. The funds associated with the package may be designated by the applicant as “Reserved” or “Unreserved” as follows:
 - a. Reserved – Applicant desires that the funds from the sponsorship be used only for the program or facility associated with the sponsorship (i.e. Funds from a sponsorship on a softball scoreboard would be used to benefit the softball facility and scoreboard maintenance).
 - b. Unreserved – Applicant has no desire to designate how the funds from the sponsorship are used. These funds would then be distributed for projects or programs throughout the district via an application process from the site or program that desires to use the funds (i.e. an elementary school would like new playground equipment, so they would submit an application to use some of the unreserved funds for that purpose).
2. The applicant shall complete the application form and submit it to the Superintendent. A copy of the advertisement, logo, or sample marketing materials must be submitted along with the application by either June 1 or December 1 to be considered. The Superintendent shall note on the application the date and time received.
3. The sponsor shall meet with the Superintendent and other pertinent District staff prior to the Sponsorship Advisory Committee meeting to gain a better understanding of the sponsor’s proposal and intentions prior to presentation to the Committee.
4. The Advisory Committee will meet twice per year in June and December to approve or deny the application and attached materials. Agreements totaling more than \$5,000 will be forwarded to the Board of Education for approval upon the recommendation of the Advisory Committee. Should the Advisory Committee be unable to render a decision or there are unique considerations, the District Administrator shall be consulted for his/her opinion as to how the application shall be handled. Should multiple applicants select the same sponsorship, the Committee may consider the applications on a first come, first served basis if all other factors are equal.
5. Once the application has been reviewed and accepted, the applicant will be contacted to execute the agreement, to pay all deposits or fees due, and to provide any other materials or information that may be needed by the District to implement the sponsorship.
6. Once the agreement has been executed and all fees have been received, the District will begin the process of implementing the agreed upon sponsorship.

The following is a list of the members of the Sponsorship Advisory Committee based on the various types of applications received.

MEMBER

Superintendent, Chair

Board of Education Members (2)

District Staff Member (At Large)

Building Principal

Business Manager/Administrator

Athletic Director

Others (as applicable – may include advisors, staff members,
booster club members, etc.)

Approved: July 11, 2013