



## Sponsorship Recognition Guidelines

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**Objective:** To provide consistent guidelines for sponsorship recognition that acknowledge the generosity of sponsors appropriately while protecting district interests and maintaining district brand and marketing guidelines.

**Guidelines:**

1. Agreements are not made for sponsorship recognition that obligate future members and officers of the supporting organization.
2. The size and type of recognition will be appropriate for the gift provided.
3. The district reserves the right to decline sponsorship and/or logos from any corporation not deemed appropriate.
4. The Midway brand and logo is more prominently displayed than the corporate logos or signage.
5. District logos will be appropriately displayed and branding guidelines are followed. Logo copy and design layout will be submitted to the Public Information Officer for approval prior to placement.
6. Cash (payment) for the capital items purchased for school use will be given directly to the school as designated funds so that items may be directly purchased by the district. By giving funds to the district, the organization is released from liability for the product. The items become the property of the district.
7. The costs of sponsorship recognition should be built into the price of the item to be purchased through sponsorships. Sponsor shall provide appropriate art work and design at their own cost. Sponsor will be responsible for any logo changes requested during the term, including labor costs associated with change.

Please consult with the Director of Corporate & Community Development and the Public Information office before entering a sponsorship agreement with a corporation or individual.