

It is recognized that by working together, business and educational partnerships can assist in enhancing positive learning environments, building positive relationships with our business community and generating overall community support for the educational needs of our students. It is the intent of Crown Pointe Academy to enter into corporate sponsorships and marketing agreements or fundraising efforts that will not result in a reduction of time devoted to learning. When properly conducted, promotions can be advantageous for sponsoring businesses as well as for obtaining educational goals. Schools exist to provide education. To that end, any advertising promotion or sponsorship should not detract from the learning of students.

### **Fundraising**

Fundraising provides valuable resources to support school activities that may augment, but not replace, the activities financed by Crown Pointe Academy. Funds derived from the student body as a whole shall be so expended as to benefit the student body as a whole. Funds derived from authorized clubs and organizations shall be expended to benefit the specific club or organization and, insofar as possible, to benefit those students currently in school who have contributed to the accumulation of those funds. Fundraising activities shall be conducted in such a manner as to offer minimum competition to commercial concerns while still benefiting the student body as a whole.

### **Corporate Sponsorship**

Revenues generated through corporate sponsorship will be used to enhance student achievements and activity programs, and to assist the school in continuing to provide quality services and other needs as determined by the Director or designee.

Corporate Sponsorship Procedures for Advertising in School/Facilities to include:

1. The use of the Cougar Newsletter (student newsletter) for small ½ inch personal ads.
2. The Cougar Newsletter, Update and Monday Folders used Exclusively for
  - School and school related activities
  - Appropriate material from City of Westminster, Adams County and Hyland Hills Park and Recreation District.
  - Excludes all other profit and not-for-profit organizations from advertising and using the above mentioned publications
3. Exceptions to the policy require Academy Board approval. Profit and not-for-profit organizations with advertising needs should use the Westminster Window.

<b>Adopted:</b>	<b>June 7, 2004; September 9, 2015</b>
<b>Reviewed:</b>	<b>November 17, 2008; September 9, 2015</b>
<b>Revised:</b>	<b>August 9, 2004; September 9, 2015</b>
<b>Rationale:</b>	<b>Reformatted and Expanded D50 KHA -2 Academy Board June 2002 Minutes, Changed Council to Board August 2004. 2015 reformatted Deleted all mention of Adams County School District 50. Add to three paragraphs. In first paragraph Changed “It” to “Therefore”. Under Fundraising section changed “those funds” to “these funds”. Under Corporate Sponsorship added “and to assist” also capitalized the word Director. To be aligned with Colorado Charter School Institute, new authorizer.</b>