

# Procedure for Spending Advertising and Sponsorship Revenue at Northfield Public Schools

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## **Stewardship**

We responsibly manage our personnel, finances, property, time and environmental impact.



## **Partnerships**

We seek community partnerships that accelerate student achievement of district benchmarks.

## **1. Purpose**

This procedure outlines the guidelines for managing and allocating advertising and sponsorship revenue earned by Northfield Public Schools in compliance with Policy 809.1. It ensures funds are spent in a manner that aligns with the district's vision and strategic commitments, maintains transparency, and complies with Minnesota law.

## **2. Guiding Principles**

All advertising revenue expenditures must:

- Advance educational opportunities and support student outcomes.
- Meet the spirit of the district's strategic commitments.
- Comply with Minnesota Statutes, including:
  - Minn. Stat. § 123B.02, Subd. 1 (School Board Powers)
  - Minn. Stat. § 123B.51 (Uses for School and Nonschool Purposes)
  - Minn. Stat. § 471.345 (Uniform Municipal Contracting Law)
  - Minn. Stat. § 123B.09 (School Board Duties)

## **3. Revenue Sources**

Advertising revenue may be collected from:

- Digital or print school communications (e.g., newsletters, websites, yearbooks).
- Facility-based advertising (e.g., athletic fields, marquees, and gymnasiums).
- Sponsored school events or programming.
- Vendor partnerships with prior district approval.

Compliance Reference:

- Minn. Stat. § 123B.51, Subd. 1: Permits school boards to enter into advertising agreements as long as they do not interfere with the educational program or student safety.

#### **4. Revenue Accounting and Distribution**

- Revenue generated from District-wide advertising will supplement the district's general fund to support continuing existing programming.
- Revenue generated from Community Education brochures and programming will supplement the Community Education fund, as directed by the Community Education Director.
- Revenues generated from activity venues will be used to supplement the district's activity budget with the following prioritization:
  - Materials to implement advertising opportunities.
  - Maintenance and repair of existing activity facilities.
  - Provide scholarships to participants in financial need.
  - Maintenance of existing activity programs.
  - Assist the district in continuing existing programming.
- Advertising revenues must be accounted for and reported in compliance with UFARS. A periodic report shall be made to the school board by the superintendent or designee regarding the scope and amount of such revenues.

Procedures 809.1 SPONSORSHIP OF SCHOOL DISTRICT OWNED PROPERTY  
NORTHFIELD SCHOOL DISTRICT NO. 659  
Northfield, Minnesota

Adopted: 08.11.2025