

Sousa HSA, Inc.
Corporate Sponsorship Guidelines
October 2019

The Sousa HSA (Home and School Association) (“HSA”) is a not-for-profit organization. The HSA is an alliance of parents, educators, and administrators whose mission is to promote the best educational opportunities for the children and youth in the home, school and community. We are dedicated to enriching Sousa students’ educational experiences and to instilling an excitement for learning and a respect for others, our community and the world we share. Through the use of its dues and fundraising, the HSA seeks to enhance the educational facilities and opportunities for the students of Sousa Elementary School through programs/equipment that are not otherwise provided for in the school budgets.

As part of its fundraising initiatives in furtherance of its mission, the HSA seeks charitable contributions to the HSA from businesses (“sponsors”), and may acknowledge such donations by including the sponsor’s name, logo and general information at HSA-sponsored events, in its flyers, newsletters and other electronic communications to Sousa families and staff and on its website. The specific sponsorship levels available will be determined by the specific committees running the events in question, subject as applicable, to school and/or district approval. The following are general guidelines applicable to corporate charitable donations (“sponsorships”):

1. All sponsorship donations shall be in accordance with tax laws governing not-for-profit organizations and shall be in accordance with regulations governing tax-free charitable contributions.
2. Sponsorship levels shall not be structured so as to be deemed to provide a “substantial return benefit” to the sponsor.
3. The HSA shall not offer “exclusive” sponsorships.
4. The HSA shall not provide inducements to buy a sponsor’s products or services.
5. The HSA will not provide a link on its website to the page of a sponsor’s website where a product or service is sold or listing the phone number where the product or service can be ordered.
6. The HSA shall not accept a payment from a sponsor that is contingent upon the level of attendance at an HSA event.
7. The HSA shall not provide emails or any other contact information of Sousa families to sponsors.
8. The HSA reserves the right to decline acceptance of any sponsorship offer. Such a determination is at the HSA’s sole discretion and can be made for any legally permissible reason, including, but not limited to, its determination that the proposed sponsor promotes or embodies a message inconsistent with the mission of the HSA or has been the subject of illegal conduct.
9. No hard copy or electronic communication sent home to the Sousa community by the HSA nor any promotional materials on school grounds shall be from a company that sells or promotes illegal drugs, alcoholic beverages, firearms, or tobacco and/or nicotine products or accessories.

10. The acceptance of a corporate sponsorship does not constitute an endorsement by the HSA of the company or its products.
11. The HSA is a non-partisan entity and as such shall not accept sponsorships from political candidates running for office nor from PACs.
12. The HSA shall not permit any sponsor to assert undue influence over its decisions or policies and shall remain, at all times, an independent body conducted solely in accordance with its by-laws.