

Commercial Promotions, Advertising and Sponsorships

The Board of Education permits and seeks profit and nonprofit organizations to contribute to the School District of the City of Wyandotte for the purpose of sponsoring/funding existing or new programs, events, and facilities. Such sponsorships/funding shall be consistent with the District's philosophy, standards and policies.

The Board of Education or its designee will approve such sponsorships/funding in accordance with the following:

1. The Wyandotte Public School District's name, facilities, staff, or students may be used for advertising purposes only in the following venues:
 - a. Building or District-level publications.
 - b. Co-curricular events or programs.
 - c. Athletic facilities owned by Wyandotte Public Schools.
 - d. District-level activities such as tournaments.
 - e. District media programs.

2. Advertising/promotion and sponsorship opportunities on School District property will be subject to restrictions in keeping with the District's philosophy, standards, and policies. In keeping with this, no advertising will be allowed which substantially or materially interferes with school operations and/or activities; disrupts classwork/educational process; creates disorder; hinders discipline; impinges on the rights of students or employees; or constitutes a threat to health or safety; as well as the following:
 - a. Promotes hostility, disorder or violence.
 - b. Is libelous.
 - c. Invades the rights others.
 - d. Inhibits the functioning of the school.
 - e. Promotes, favors or opposes the candidacy of any candidates for election.
 - f. Promotes the use of drugs, alcohol, tobacco or illegal use of firearms.
 - g. Promotes, favors, or opposes proselytization of any religion or religious organization within the advertisement itself.
 - h. Promotes, favors, or opposes any controversial political or social issue.
 - i. Promotes, favors or opposes any other K-12 educational program not affiliated with or sanctioned by the School District of the City of Wyandotte.

3. Advertising and visual recognition of corporation's business donation of funds will not interfere with the normal function of the school setting. Advertising will be limited to:

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- a. Temporary banners or signs displayed during the actual event or athletic season. The banners or signs will be within the District's specifications, i.e., size, color, etc. and limited to designated advertising areas.
 - b. Printed material which will appear only for the duration of the publication run.
 - c. Media recognition for a previously agreed upon period of time.
4. Advertising may be renewable on an annual, seasonal, or publication basis.
 5. Advertisers will be given equal opportunity to advertise, limited by the availability of advertising opportunity and the criteria set forth in this and other applicable District procedures.
 6. Short and long-term maintenance costs to the District, if any, must be assessed and approved before accepting the donation, funding, or sponsorship.
 7. Removal of outdated or damaged banners and signs will be at the determination of the School District.