
**ADVERTISING/SPONSORSHIP
PROCEDURE (ADM-P1325)**
Milford Public School District

1.0 SCOPE:

- 1.1 The Advertising/Sponsorship procedure is the guideline for advertising or sponsorship of products or services to students, staff, parents or community in the schools or on school property for commercial, cultural, economic, environmental, organizational and/or political interests in exchange for money, service, material or other intangibles. This procedure does not encompass any student publications.

The on-line version of the procedure is official. Therefore, all printed versions are unofficial copies.

2.0 RESPONSIBILITY:

- 2.1 Chief Operations Officer
2.2 Building principal
2.3 Athletic Directors

Approval Signature on File

Signature _____

Date _____

3.0 APPROVAL AUTHORITY:

- 3.1 Superintendent of Schools

4.0 DEFINITIONS:

- 4.1 Advertising: allowing access to students, staff, parents and/or community in exchange for money, service, material or other intangibles.
- 4.2 Sponsorship: the promotion of a company, service or product to students, staff, parents and/or community in exchange for money, service, material or other intangibles.
- 4.3 Advertisers: individuals or organizations allowed access to students, staff, parents and/or community in exchange for money, service, material or other intangibles.
- 4.4 Sponsors: individuals or organizations promoting service or product to students, staff, parents and/or community in exchange for money, service, material or other intangibles.

5.0 PROCEDURE:

- 5.1 Determination is made that funds are needed/required for a specific project/goal for a school sport, club or activity.
- 5.1.1 Specific amount of funds and the purpose of these funds are to be identified.
Refer to "Decision-making Process Pro-MS-P010".
- 5.2 Identify potential advertisers and sponsors. Review the guidelines for advertising/sponsorship program.
- 5.2.1 All advertising/sponsorship shall satisfy the following criteria:
- a. The contract shall further PK-12 education and/or promote the effective, efficient or safe management and operation of the district

**ADVERTISING/SPONSORSHIP
PROCEDURE (ADM-P1325)**

Milford Public School District

- b. The district shall enter into contracts consistent with district administrative policies and with appropriate authorization of the superintendent or designee.

5.3 The following restrictions shall apply to all advertising/sponsorship:

- a. Any advertising/sponsorship which may endanger the program, school or district's public image or credibility, thereby jeopardizing the ability to accomplish its mission.

Advertising/sponsorship shall not:

1. discriminate, demean, harass or ridicule any person or group on the basis of age, gender, race religion or sexual orientation
2. promote the use of controlled substances, alcohol, tobacco, firearms or certain products that create a safety or health concern
3. promote obscene, pornographic or indecent behavior as identified by prevailing community standards
4. promote any religious or political organization
5. be libelous or slanderous
6. use any school or district logo without prior written approval
7. interfere with or distract from the mission of the program, school or district

5.4 Submit the developed advertising proposal to Superintendent/designee for approval.

5.4.1 If the proposal is not approved at this level, the process is stopped.

5.4.2 If the proposal is approved, the individual sport, club or activity may begin to solicit or advertising sponsorship.

5.5 Once the sponsorship has been secured, notify the Superintendent/Designee's office and complete the Advertising/Sponsorship contract. Disburse the copies to appropriate personnel.

6.0 ASSOCIATED DOCUMENTS:

- 6.1 Administrative Policy #1325
- 6.2 Executive Limitations (EL 18) Adopted on October 14, 2003
- 6.3 Decision-making Process (Pro-MS-P010)
- 6.4 Advertising Proposal
- 6.5 Advertising Proposal form (ADM-F002)
- 6.6 Advertising Contract

**ADVERTISING/SPONSORSHIP
PROCEDURE (ADM-P1325)**
Milford Public School District

7.0 RECORD RETENTION TABLE:

<u>Identification</u>	<u>Storage</u>	<u>Retention</u>	<u>Disposition</u>	<u>Protection</u>
Advertising Proposal	School Office Files	One year past contract expiration date	Shred	Locked file
Advertising Contract	School Office Files	One year past contract expiration date	Shred	Locked file

8.0 REVISION HISTORY:

<u>Date:</u>	<u>Revision #:</u>	<u>Description of Revision:</u>
09/09/2005	A	Initial Release
02/24/2012	B	Changed title from "Deputy Superintendent of Operations" to "Chief Operations Officer" in 2.1

* * * E n d o f p r o c e d u r e * * *

**ADVERTISING/SPONSORSHIP
PROCEDURE (ADM-P1325)**
Milford Public School District

