

HAMPTON
TOWNSHIP
SCHOOL DISTRICT

SECTION: PROPERTY
TITLE: ADVERTISING AND REVENUE ENHANCEMENTS

ADOPTED: January 13, 2020

REVISED:

<p><u>Purpose</u></p> <p><u>Authority</u> SC 216</p> <p><u>Definition</u></p> <p><u>Guidelines</u></p>	<p>The Board recognizes that the development of alternative sources of funding for the District’s educational programs and facilities is desirable. Opportunities are available to enhance or supplement traditional sources of school district revenue through the pursuit of advertisements, sponsorships, marketing activities, or other similar activities. Naming rights to District facilities and/or portions or components of District facilities may also present opportunities for revenue enhancement.</p> <p>These revenue enhancement opportunities are subject to certain limitations and restrictions as approved by the Board and as such must be consistent with the educational mission, vision, and core values of the District and contemporary standards of good taste within the Hampton Township School District community.</p> <p>It is the objective of this policy to establish parameters for the pursuit and acceptance of revenue enhancement opportunities.</p> <p>Revenue Enhancement – any payment of money or other economic benefit to a school or the District in exchange for the opportunity to advertise, in visual, audio, textual, or video format, a name, slogan, logo, and/or product message on a District property, publication, or in another method of communication.</p> <p>Facilities – property or equipment owned or controlled by the District including, but not limited to, school buildings, gymnasiums, all-purpose rooms, auditoriums, locker rooms, kitchens, cafeteria and/or dining areas, athletic fields, classrooms, conference rooms, swimming pool, grounds, equipment and supplies purchased or otherwise obtained by the District.</p> <p>Revenue derived from revenue enhancement activities, including facilities naming rights, shall be used for any of the following:</p> <ol style="list-style-type: none"> 1. To enhance student education and achievement. 2. To assist in the maintenance of existing educational and athletic programs and facilities. 3. To assist in the development and funding of new educational and athletic programs and facilities. <p><u>Advertisements</u></p> <p>The District may consider opportunities for revenue enhancement. Any revenue enhancement opportunity pursued or approved by the District must be consistent with the</p>
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policies, values, and educational mission of the District. The Board has the exclusive discretion to determine whether to pursue, accept, decline or terminate any revenue enhancement opportunity. The factors to be considered by the Board include, but are not limited to, the following:

1. The extent to which such revenue enhancement opportunity limits or restrains the District's discretion or its ability to pursue other opportunities.
2. The duration of the arrangement or agreement and the District's ability/discretion to terminate the arrangement/agreement.
3. The extent to which the revenue enhancement opportunity imposes any obligation on the District, either presently or in the future, financial or otherwise, and whether the opportunity is subject to conditions acceptable to the District.
4. The extent to which the revenue enhancement opportunity constitutes a conflict of interest or creates the appearance of or potential for a conflict of interest.
5. The extent to which the revenue enhancement opportunity interjects advertising or commercialism into the schools or classrooms.
6. The extent to which the revenue enhancement opportunity affects the appearance of District property or disrupts the operation of the District.

Any revenue enhancement or advertisement determined to be inconsistent with the policies, values and/or educational mission of the District may be rejected by the Board. Additionally, the Board may reject any revenue enhancement or advertisement that is one or more of the following:

1. Is false, misleading, deceptive, disrespectful, fraudulent, libelous or slanderous;
2. Contains material or language that is obscene, plainly offensive, profane, vulgar or sexually explicit;
3. Promotes unlawful or illegal goods, services or activities;
4. Depicts or glamorizes violent or antisocial behavior, or sexual conduct;
5. Causes or clearly threatens to cause a material and substantive disruption of normal classroom activity, any normal school function or other school activity;
6. Is not age appropriate;
7. Advertises any product or service not permitted to minors by law;
8. Declares or implies an endorsement by the Board or the District;
9. Is associated in any way with the sale or use of tobacco, alcohol, e-cigarettes or vaping, illegal drugs or weapons;
10. Advocates the violation of law or District policy;
11. Advances any religious or political organization;
12. Promotes, favors, or opposes a candidate for elected office or ballot measure;
13. Is associated with any company or individual whose activities are otherwise in violation of law.
14. Constitutes a conflict of interest or creates the appearance of or potential for a conflict of interest.

No revenue enhancement or advertising space may be used or re-sold by the advertiser for the promotion, either directly or indirectly, of any person, business, organization or enterprise other than the one defined in the original contract for advertisement.

The Board may designate an administrator or committee (or authorize the formation of a committee) to investigate, evaluate and/or consider potential revenue enhancement opportunities and to report its findings and recommendations to the Board.

Facilities Naming Rights

The District recognizes that the naming rights of buildings and/or portions or components of buildings may present opportunities for revenue enhancement. The District's numerous buildings, auditoriums, gymnasiums, fields/playgrounds, classrooms, and similar rooms present potential opportunities for naming rights or plaques acknowledging the source of the funds for the construction or renovation of such facility. Accordingly, it is appropriate for the Superintendent to discuss naming opportunities with prospective benefactors. However, no commitments or promises may be made regarding the name of a facility, nor may any formal or informal agreements be made with regard to specific dollar amounts needed for a naming opportunity, except as authorized or approved in advance by the Board of School Directors.

The naming of any building or room or facility in the District must be approved by the Board of School Directors and must comply in full with the guidelines set forth above. Where naming rights are to be offered or implemented as a component of a fundraising drive for the construction of a new building or other facility or the renovation of an existing building or other facility, the Board may appoint a committee to develop recommendations and parameters for facilities naming rights and the recognition of donations. The long-term effects of naming rights must be considered. Each granting of naming rights shall be governed by a written agreement and all applicable Board policies. The duration of naming rights shall be decided and negotiated on a case by case basis. Naming rights may not be transferred to another named party except as authorized and approved in advance by the Board.

Special requests to name buildings or other facilities in honor of people who have contributed to the betterment of the District's education program or alumni who have distinguished themselves will be considered by the Board. Such requests should be made to the Superintendent.

The Board reserves the right to decline to accept any donation conditioned on a naming right unacceptable to the District. Facilities will not be named for persons who are currently employed by the District or active in its operations or those who currently hold any public office.

Advertiser Responsibility

All advertisers will be responsible to assure that advertisements and signs comply with applicable municipal codes and regulations and to obtain and pay for any applicable governmental approvals and fees. Advertisers shall indemnify and hold the District harmless for any claims including those for bodily injury and intellectual property right infringement, etc., arising out of the publication and/or posting of paid advertisements and/or signage.

District Disclaimer

Paid advertisements in District communications and/or on District property do not represent the District's endorsement or approval of the matters or organizations represented in the advertisements. An advertiser maybe required to include a statement to that effect in their advertisement. Additionally, the Board reserves the right to reject or terminate an

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<p><u>Delegation of Responsibility</u></p>	<p>advertisement and/or revenue enhancement opportunity that is inconsistent with the policies, values and/or educational mission of the District, or that causes or clearly threatens to cause a material and substantial disruption of normal classroom activity, any normal school function or other school activity, or that otherwise violates this or any other Board policy. The District further reserves the right, in accordance with the terms of the applicable contract, to terminate an advertisement or revenue enhancement opportunity without refund of consideration, prior to the scheduled termination date, should it feel it is necessary to do so to avoid the District being brought into disrepute.</p> <p>It shall be the responsibility of the Superintendent or designee to design reporting parameters acceptable to the Board, to consult with potential donors and benefactors regarding revenue enhancements and/or facility naming rights, and to report these potential opportunities to the Board for approval or rejection.</p>
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