

SUSQUEHANNA TOWNSHIP SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: SPONSORSHIPS AND
ADVERTISING

ADOPTED: July 17, 2017

REVISED:

	<p style="text-align: center;">913.1 SPONSORSHIPS AND ADVERTISING</p> <p>1. Purpose</p> <p>The Board recognizes that public schools provide for a potential market for commercial activities. Yet, it is important the district protect students and parents/guardians from exploitation and ensure commercial activities do not interfere with the educational program.</p> <p>The Board recognizes that in certain instances and with certain limitations, it may be in the best interest of the district to enter into sponsorship and advertising relationships with outside entities for a fixed period of time. Furthermore, the Board acknowledges that district facilities are publicly funded and that students and school personnel should be shielded from overt commercial activity, particularly in the classroom environment.</p> <p>Consequently, the Board recognizes that entering into sponsorship and advertising arrangements which involve use of school district facilities or in any way impact students and school personnel involves ethical and legal issues that must be addressed. The purpose of this policy is to provide guidelines for permitting sponsorships and advertising in a manner which is supportive of the school district's overall mission of enhancing curricular and extracurricular activities, while protecting the interests of the district, its students and personnel.</p> <p>2. Definitions</p> <p>Advertisement - any payment of money or other economic benefit to a school or to the district that requires visual, audio, video, or electronic placement of a name, slogan, or product message on a school district property or in a school district publication. The term advertisement does not include traditional fundraising activities such as a “thon”, magazine sales or food sales, etc., nor does it apply to outright gifts to which no quid pro quo is attached.</p> <p>Sponsorship - any payment of money or other economic benefit to a school or to the district in exchange for recognition.</p> <p>Electronic Media - electronic media is any district related website and any type of medium used for instruction or communication, or any program shown during school time, that requires the use of electronic equipment, such as televisions, video equipment, computers, movie projectors, etc.</p>
--	--

<p>3. Authority</p>	<p>Exclusivity - an exclusive arrangement to sell, vend, or advertise a product or service in schools is one where a school or a school district enters into a contract to make one (1) product available to students and such contract specifically forbids the sale of a competitor's product in the same school or school district.</p> <p>District Property – includes but is not limited to buildings, grounds, sports facilities, and district related websites and other electronic media.</p> <p>It is the policy of the district that all sponsorships and advertising arrangements shall require prior approval, as set forth herein. School organizations, sponsors, and advertisers must agree to abide by the policies and regulations of the school district at all times.</p>
<p>4. Delegation of Responsibility</p>	<p>Except as otherwise set forth herein, the Superintendent, or the Superintendent’s designee, shall have the authority to review and approve, consistent with the guidelines set forth herein, all sponsorship and advertising contracts and agreements which have a total value of less than \$1,000 or are to displayed on district property for one month or less. All sponsorship and advertising arrangements which are valued at greater than \$1,000 or are to displayed on school property for more than one month shall require Board approval.</p> <p>The Superintendent is directed to establish a Sponsorship and Advertising Committee whose purpose is the review of all such proposed contracts and agreements before referring them to the Superintendent or the board for review, discussion, and approval/disapproval as set forth herein. The Sponsorship and Advertising Committee shall be comprised of the Superintendent or the Superintendent’s designee, representatives of the Board, as the Board may deem appropriate, and representatives, as the Superintendent deems appropriate, from other organizations and groups involved in fundraising activities in support of curricular and extracurricular activities.</p> <p>The Sponsorship and Advertising Committee shall be an administrative committee, as opposed to a committee of the Board, and it shall meet as frequently as required, but no less than once each academic year, to discuss fundraising activities in compliance with this policy. On an annual basis, the Sponsorship and Advertising Committee shall approve and review signage specifications which should be coordinated with the Strategic Communications Plan and Guidelines.</p>
<p>5. Guidelines</p>	<p>Advertising/Sponsorship opportunities for the Susquehanna Township School District will be subject to certain restrictions in keeping with the standards of good taste and will model and promote positive values for our students. In keeping with this, no advertising or sponsorship will be allowed which is in poor taste, which fails to promote positive values for our students, or which otherwise may be prohibited by law, including, but not limited to, materials which fall within the following</p>

	<p>categories:</p> <ol style="list-style-type: none">1. Overrides the District's Mission, Vision and Core Values.2. Promotes hostility, disorder or violence.3. Attacks ethnic, racial or religious groups.4. Is libelous.5. Violates the rights of others.6. Inhibits the functioning of the school.7. Promotes any political candidate or organization.8. Promotes the use of drugs, alcohol, tobacco, weapons, or firearms.9. Promotes any religious organization.10. Is lewd, obscene or vulgar.11. Is otherwise prohibited by federal, state, local law, rule or regulation. <p>Sponsorship and advertising activities may include, but shall not be limited to, the following types of revenue-enhancing activities:</p> <ol style="list-style-type: none">1. Exclusive advertising and/or sale, lease or use of any product or service in exchange for goods, services, or financial consideration (e.g., scoreboards, electronic message boards, athletic field signs, auditorium signs, athletic gear, exclusive rights to sell beverages, bottled water, snacks, meals, etc).2. The use of district facilities or grounds in exchange for products, services or financial considerations (cell phone towers, advertising signs, etc).3. Technology hardware, software, satellite hook-up and/or access in exchange for free or reduced prices and/or advertising rights, or agreement to use equipment a certain number of hours of a day, month, etc.4. Advertising on/in any digital format including but not limited to advertising on district website, outbound digital communication and district sponsored social media. <p>All sponsorship and advertising agreements shall be subject to the following terms and conditions:</p> <ol style="list-style-type: none">1. Schools and educators should hold sponsored and donated materials to the same standards used for the selection and purchase of curriculum materials.2. Where the sponsorship involves signage, the sponsor bears full responsibility for all costs and expenses associated with the procurement and submission of signs to the school district.3. Signs will be installed and removed by district personnel, or designee as approved by the district.
--	---

	<ol style="list-style-type: none">4. All contracts between the district and sponsors for the erection of signs must include a provision that the sponsor waive in advance, and indemnify the school district for, any claims which may arise as a result of the erection, maintenance, or removal of signs.5. All contracts between the district and sponsors for the erection of signs must include a provision that stipulates signs must at all times be well maintained and undamaged and that the District maintains the right at its discretion and the sponsor's cost to repair, clean or remove the sign as the district deems fit.6. Any sponsorship or advertising proposals contemplating permanently or semi-permanently affixing a sign, name, or logo to any district facility (e.g. building, press box, scoreboard, etc.) must be set forth in writing and shall require Board approval.7. The Board may limit the total number of signs that may be erected at any one time so as to minimize distractions or the over-commercialization of the school environment.8. Any sign that is determined by a township Zoning Officer to be out of compliance with local zoning ordinances shall not be permitted to be erected, and, if erected, shall be removed by the responsible organization at its cost.9. All signage must adhere to signage specifications as determined by the Sponsorship and Advertising Committee.10. Advertising leases shall include a statement that advertising on school property should not be construed as an endorsement by the school district of the product or service being advertised. Rather, the District does not endorse or make any warranties, determinations or recommendations regarding those entities that are being advertised or recognized by the District.11. Advertising agreements and sponsorship relationships shall not limit, in any way, the district, its schools, administrators and teachers, in exercising discretion and judgment in any curricular or extracurricular activity.12. Contracts and/or lease agreements shall include a provision allowing the Board to terminate the contract and/or lease agreement at any time with prorated reimbursement of funds if it is determined by the Board to have an adverse impact on the district's image, reputation, programs, services, or activities.
--	---

<p>65 Pa. C.S.A. 1101 et seq</p>	<ol style="list-style-type: none"> 13. All public-private sector sponsorship/advertising arrangements must be consistent with all labor contracts, competitive bid requirements and all applicable federal, state and local laws, rules and regulations. 14. A sponsorship/advertising written agreement shall not have a term greater than five (5) years nor provide for automatic renewals or extensions, nor shall it allow for payments to the district during periods beyond the term of the contract or in excess of the prorated benefit in the event of early termination. The district may limit the period of time during the year when advertising signs may be posted. 15. The design of signage, including but not limited to the material used, wind resistance considerations, fastening or mounting system, maintenance considerations, and any power requirements, shall be approved in advance by the district. 16. Sponsorships may not require or include the solicitation of District employees or students and master lists of employees or students will not be furnished to sponsors or advertisers for solicitation purposes. <p>No sponsorship or advertising arrangement shall result in any direct pecuniary benefit to any district employee or School Board members, members of their immediate family, or businesses with which they are associated, in violation of the Public Official and Employee Ethics Act (State Ethics Act), 65 Pa. C.S.A. Sec. 1101 et seq.al</p> <p><u>Sponsored Educational Materials and Advertising in Curriculum</u></p> <ol style="list-style-type: none"> 1. The school district will purchase no curriculum materials that contain promotional information about a vendor or business entity that is irrelevant to the lesson being taught in the content of the curriculum and that is not incidental to materials that the district otherwise desires. 2. Teachers in the district will not use identifiable brand names or logos in their instruction unless the teacher deems them desirable in the context of the lesson being taught. 3. Sponsored educational materials, whether purchased by the district or provided free of charge by the sponsor, will not be used by teachers unless the Superintendent or designee has reviewed them and found them to meet the following standards: <ol style="list-style-type: none"> a. Accuracy: Statements are consistent with established fact or with prevailing expert opinion.
----------------------------------	--

<p>20 U.S.C. 1232h</p> <p>24 P.S. 510</p>	<ul style="list-style-type: none"> b. Objectivity: Points of view are fairly represented. If the subject is controversial, arguments are balanced. Any sponsor bias is clearly stated and references to differing views are made. c. Completeness: The materials contain all relevant information and do not deceive or mislead by omission. d. Language: Materials are both interesting and readable. e. Nondiscrimination: The text and illustrations are free of any content that could be considered derogatory toward a particular ethnic group, race, or sex. f. Diverse Representation: The materials reflect the gender diversity and racial diversity of the students that will be using them. g. Noncommercial: The name and logo of the sponsor are used only to identify the source of the materials. <p><u>Student Marketing Surveys and Protection of Student Privacy</u></p> <ul style="list-style-type: none"> 1. Students shall not be required under any circumstances to fill out surveys to provide marketing information about their interests and preferences for particular vendors, businesses, and products. 2. Unless otherwise stipulated in other policies for educational purposes, a list of students' names and/or contact information including addresses, email addresses and telephone numbers, may not be released by the district for the purpose of advertising brand name products to students. Similarly, participation in any venture that provides any vendor with the information necessary to generate a list is prohibited. <p><u>Site-Based Recordkeeping</u></p> <p>The Superintendent or designee is responsible for maintaining the following records:</p> <ul style="list-style-type: none"> 1. A list prepared annually in April of activities for which the sponsorships will be accepted for the next fiscal year. The list will be made available to the public upon request. 2. A log of all sponsorship contracts/lease agreements in effect during the school year. The log shall include the following information from each sponsorship:
---	--

	<ul style="list-style-type: none">a. Name and address of the sponsor.b. Date sponsorship contract/lease agreement executed and location of contract.c. Authorized signatures which appear on contract.d. Contract item.e. List of benefits received by school including dollar amounts.f. List of sponsorships activities.g. Annual monetary benefit to sponsor if sponsorship involves product sales. <p>3. All other records required by Board policies for contract execution and procurement of goods and services.</p> <p>References:</p> <p>School Code – 24 P.S. 510</p> <p>U.S. Code - 20 U.S.C. 1232h</p> <p>Public Official and Employee Ethics Act (State Ethics Act) - 65 Pa. C.S.A. Sec. 1101 et seq.al</p>
--	--