

The School District may find advertising copy to be unacceptable if in good faith it determines that the advertising copy (i) violates any requirements of Sponsorship Agreement terms and conditions and/or School Board Policy; (ii) is of substandard technical quality; (iii) does not conform to School District's previously stated design preferences; (iv) is not commercial in nature; (v) is not in keeping with standards of good taste, (vi) is not appropriate for school-aged children; or (vii) seeks to promote, encourage or engage in any of the following:

- a. support any non-commercial message or position;
- a. make false, misleading, deceptive or unwarranted statements or claims;
- b. infringe upon another persons' rights through plagiarism, unfair imitation of another person's program idea or copy, or any other unfair competition;
- c. disparage a competitor or a competitor's products or services;
- d. advertise lotteries or other games of chance;
- e. contain slanderous, obscene, sexual, profane, vulgar, repulsive, or offensive matters, either in theme or in treatment;
- f. appeal for funds;
- g. contain testimonials that cannot be authenticated;
- h. declare or imply an endorsement by the School District of any service, product or point of view;
- i. promote the sale or use of alcohol or tobacco products;
- j. promote unlawful or illegal goods, services or activities; or
- k. constitute advertising which violations local, state or federal law when done on School District property.