



The Academy Advertising Policy

Pursuing Truth, Wisdom, Excellence

Mission Statement: The Academy serves our students to develop college ready, exemplary citizens by promoting excellence in academics, character and relationships.

Background

Purpose

The Academy Board recognizes that the School's mission can be forwarded by revenues raised through certain commercial ventures, including commercial ventures involving advertising and corporate sponsorships. The purpose of such ventures is to raise revenue for the School in a manner consistent with the school's mission and vision to support the strategic goals established by the Board. Thus, the Academy reserves the right to enter into the commercial ventures of its choosing and to negotiate the terms of such ventures including the content of any advertising appearing on school facilities, in school publications, or otherwise associated with The Academy. While the school is not obligated to enter into any particular commercial venture, the school shall not enter into any venture where the Chief Executive Officer, or designee, determines that the product advertised, or the content of the advertising for the product is unsuitable for a K-12 audience, or that the product or advertising is in any way inconsistent with The Academy's mission, core values, and obligations.

Advertising Activities and Expectations

Appropriate opportunities for marketing activities include, but are not limited to:

- Fixed signage
- Banners
- School publications
- Athletic facilities
- School projects
- School and regional level activities at state tournaments (CHSAA approval needed)
- Expanded use of facilities beyond traditional use (concerts, organizational meetings, commercial athletic club use, etc.)
- Exterior of school buses and service vehicles
- Athletic team uniforms/warm-ups and other student activities where uniforms are worn and are allowed under state and national rules
- Individual school publications
- Television and radio rights where such rights can be sold, and are not in conflict with the rules of any other governing organization

Marketing activities and any related advertising **will not:**

- Promote hostility, disorder or violence
- Attack ethnic, racial or religious groups
- Discriminate, demean, harass or ridicule any person or group
- Be libelous
- Support or oppose any political candidate, political organization, or ballot proposition
- Be obscene or pornographic

- Promote the use of drugs, alcohol, tobacco, firearms or other products of concern to the community or deemed not appropriate for use by K-12 students
- Use any school logo without permission

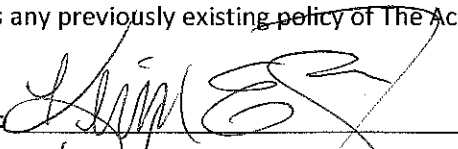
Advertising materials must comply with all local codes and any other applicable restrictions from local, state and federal regulations regarding size, proximity to roadways, materials, structure, etc.

All other Academy Board policies will remain in full force. All discrepancies between this policy and others shall be brought to the attention and resolved by the CEO, or designee.

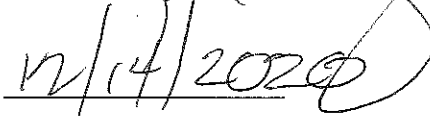
POLICY HISTORY

This policy supersedes any previously existing policy of The Academy of Charter Schools pertaining to the content herein.

Board Chair Signature: _____



Date of Adoption: _____



LEGAL REF.: