
ADVERTISING, SPONSORSHIP, AND COMMERCIAL ACTIVITIES

The Sayreville Board of Education encourages corporate support that maintains the integrity of the learning environment.

Definitions

- A. "Advertising" shall be defined as an oral, written or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public's attention to arouse a desire to buy, use, or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos or tags for product or service identification purposes are not considered advertising. Also, nothing in this Policy or Procedure is intended to limit announcements, information, or logos of school-related non-profit corporations, such as the PTO, other Parent Teacher Organizations, or other school-related organizations.
- B. "Sponsorship" shall be defined as an agreement between a school district, an individual school, or a site based or parent based group with an individual group, company or community-based organization in which the sponsor provides financial or resource support in exchange for recognition.
- C. "A Partnership" shall be defined as an agreement between a school or school district and a private entity, wherein the basis and the terms of the relationship are set by the school district, and agreed upon by the private entity, or reached mutually. Frequently a partnership is less formal than a contractual relationship. The school or school district should not be required by the partnership to sell products to students or expose students to advertisements during school time. Partnerships should be of a non-exclusive nature, and should not adversely affect or distract from the instructional mission of the school.
- D. "Sponsored Educational Materials" shall be defined as educational materials and programs developed and/or funded by commercial enterprises, trade organizations, or non-profit organizations with significant corporate backing. These materials are intended for use or distribution at schools, and can be intended for use as either primary or supplemental curriculum.
- E. "Electronic Media" shall be defined as any type of instruction that happens during school time, or any program shown during school time that requires the use of electronic equipment, such as televisions, video equipment, computers, movie projectors, etc.

ADVERTISING, SPONSORSHIP AND
COMMERCIAL ACTIVITIES (continued)

General Principles

School-business relationships based on sound principles and community input can contribute to high quality education. However, compulsory attendance creates an obligation for the school district to protect the welfare of students and the integrity of the learning environment. Therefore, when working together, schools and businesses must ensure that educational values are not distorted in the process. Positive school-business relationships should be ethical and structured in accordance with the following principles:

- A. All corporate support or activity shall be consistent with State, District, and school academic standards and goals. Commercial involvement must also be structured to meet identified educational needs, not commercial motives.
- B. All corporate support or activity must be consistent with Sayreville School District policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, disability, age, or sexual orientation, and must be age-appropriate for the students involved.
- C. No corporate support or activity will be permitted in the District or in the schools that:
 - 1. Promotes the use of illicit drugs, alcohol, tobacco, or firearms
 - 2. Promotes hostility, disorder, gambling, or violence
 - 3. Attacks or demeans any ethnic, racial, or religious group
 - 4. Is libelous
 - 5. Promotes any specific religion
 - 6. Promotes or opposes any political candidate or ballot proposition
 - 7. Inhibits the functioning of any school
 - 8. Declares or implies an endorsement by the Board of Education
 - 9. Resembles a traffic control device (busses only)
 - 10. Promotes the sale or use of products designed for use in connection with sexual activity
 - 11. Promotes unlawful or illegal goods, services, or activities
 - 12. Prevents a school bus from passing the NJMVC required inspections
- D. District/school personnel must retain the discretion on how or whether to integrate commercially sponsored or provided material or programs into the curriculum. Also, school activities shall not be about a commercial sponsor, e.g., students shall not be required to make art projects or write essays primarily about sponsors.

ADVERTISING, SPONSORSHIP AND
COMMERCIAL ACTIVITIES (continued)

E

Specific Limitations on District and School Based Advertising

- A. Students shall not be required to observe, listen to or read commercial advertising in the school-building except as follows:
1. Advertising is permitted in connection with courses of study which have specific lessons related to advertising. It will be up to each school to decide whether the lessons related to advertising are appropriate.
 2. Advertising is permitted in school newspapers and event programs.
 3. Advertising is permitted in such supplementary classroom and library materials as newspapers, magazines, television, the internet, and similar media where they are used in a class such as current events, or where they serve as an appropriate research tool.
 4. Information concerning educational activities or opportunities of interest to students and others in the school community, such as flyers and brochures regarding such things as sports camps, summer camps or summer activities shall be permitted, provided required approval is obtained in accordance with district policy.
 5. Advertising is permitted on school busses, the district and school websites, and on perimeter fencing surrounding athletic fields.
- B. Neither the District nor any school shall purchase or use any sponsored educational materials that contain promotional information about a product, service, company, or industry that is inappropriate to the lesson being taught in the content of the curriculum.
- C. No corporate relationship shall be permitted which requires students to advertise a product, service, company, or industry. This prohibition on student advertising includes athletic uniforms and equipment, although uniforms and equipment may display the name or logo of the uniform and equipment manufacturer or supplier.
- D. Neither the District nor any school shall require students to complete surveys to provide marketing information to vendors, or distribute to vendors any personal information of students, including, but not limited to names, addresses, and telephone numbers, except as may be required by law. In addition, neither the District nor any school shall enter into any contract for products or services, including electronic media services, where personal information will be collected from the students by the providers of the services in question. Personal information includes, but is not limited to, the student's name, telephone number and home address.

Reporting

The Board of Education shall submit a report to the Commissioner of Education no later than June 30 each year. The report shall include the number of district-owned school buses upon which advertising has been placed, the length of time the advertisements have been on the school

ADVERTISING, SPONSORSHIP AND
COMMERCIAL ACTIVITIES (continued)

buses; and the total revenue earned by the school district as a result of the advertisements.

Possible

<u>Cross References:</u>	1000/1010	Concepts and roles in community relations; goals and objectives
	1100	Communicating with the public
	1200	Participation by the public
	1220	<u>Ad hoc</u> advisory committees
	1330	Use of school facilities
	2131	Superintendent of Schools
	6010	Goals and objectives
	6122	Articulation
	6162.4	Community resources

Key Words

Advertising, Sponsorship, Logos, Relations Between Other Entities and the District

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Rationale: For expediency, official approval of advertisements should rest with the Superintendent of Schools in support of his/her administrative authority to run the schools provided the advertisements conform to the broad policy guidelines outlined within.