

Advertising and Business Sponsorships

The Board recognizes that members of the business community are interested in the schools as a place to market goods and services to specific target audiences. The Board also recognizes that business images and advertising are already found in many places in the schools. The purpose of this policy is to state the position of the Board on the place of advertising and business sponsorships in the schools and to guide administration when entering into agreements with business.

Administration is authorized to negotiate agreements and solicit sponsorships which fit the intent of this policy. All such agreements will be consistent with other Board objectives and policies.

All agreements with a monetary value of Seven Thousand Five Hundred Dollars (\$7,500) or more, a length of time longer than one (1) year, or an exclusive agreement for District-wide sponsorship will be approved by the Board. All other agreements will be approved by the Superintendent or his/her designee. It is the intent of the Board not to disturb arrangements in effect with booster clubs, PTSG, and other school organizations but to seek future involvement in improvement and equal distribution of advertising and sponsorship activities throughout the District, along with provision of equal opportunities for businesses to participate as well.

All sponsorship contracts will allow the District to terminate the contract on at least an annual basis, if it is determined it will have an adverse impact on implementation of curriculum or the educational experience of students.

Revenue derived from District athletics and activities will assist in maintenance of existing District athletics and activity programs, facilities, and equipment. Revenue derived from non-District athletics and activities will assist the designated program.

Appropriate opportunities for these advertising activities include but are not limited to:

- Fixed signage
- Banners
- District-level publications
- Television and radio broadcasts
- Athletic facilities, including football/track complex, tennis courts, and Fergus Fieldhouse
- District-level projects
- Individual school publications when not in conflict with current contracts

Advertising will not be allowed in classrooms or on school buses, unless the advertising value is incidental.

Individual schools may not enter into advertising or sponsorship agreements which involve signage in the school building without prior approval of the Superintendent.

The following restrictions will be in place when seeking advertising and business sponsorships. Advertising and business sponsorships will not:

1. Promote hostility, disorder, or violence.
2. Attack ethnic, racial, or religious groups.
3. Discriminate, demean, harass, or ridicule any person or group of persons on the basis of gender.
4. Be libelous.
5. Inhibit the functioning of the school and/or the District.
6. Override school/District identity.
7. Promote, favor, or oppose the candidacy of any candidate for election, adoption of any bond/budget issues or any public questions submitted at any general, county, municipal, or school election.
8. Be obscene or pornographic, as defined by prevailing community standards throughout the District.
9. Promote the use of drugs, alcohol, tobacco, firearms, or certain products and controversial issues which create community concerns.
10. Promote any religious or political organization.
11. Use any District or school logo without prior approval.
12. Require students or employees to wear an article of clothing with a special advertising message or logo; nor will any student or employee be obligated to make endorsements on behalf of a specific product or sponsor.

The Superintendent will annually report to the Board a summary of the agreements negotiated and benefits received, so the Board may evaluate the effectiveness of the program.

Policy History:

Adopted on: June 28, 2004

Revised on: