

COMMUNITY RELATIONS

Administrative Regulations Regarding Advertising at District Athletic Fields

I. Definitions

For the purposes of these regulations:

- A. "Advertising" shall mean the placement of commercial materials, information, or images (including but not limited to logos) by individuals, non-profit organizations, and for-profit organizations and businesses for monetary payment or other economic benefit to the Coventry Public Schools (the "District").
- B. "Vendor" shall mean any individual who, or company, corporation, organization, or entity that, wishes to enter into a contractual agreement to purchase advertising space at athletic fields within the District.

II. Procedures

A. Contracts

- 1. All vendors shall be required to sign a contract developed by the District as a condition to being permitted to advertise.
- 2. Such contract shall include a provision whereby all vendors agree to comply with the Coventry Board of Education's Policy Regarding Advertising at District Athletic Fields and these administrative regulations.
- 3. If the advertising is in the form of a sign to be displayed at athletic fields, such contract shall include a provision whereby the vendor agrees that the exclusive sign-maker for the District shall create the vendor's advertising.
- 4. Such contract shall include a provision whereby the vendor agrees that the advertisement shall only be on display during athletic seasons and shall be removed for all other times, unless a specific time is approved by the superintendent.
- 5. Such contract shall include a provision holding the District harmless from any claims in any way arising out of the presence, maintenance, or removal of the vendor's advertisement on school property, including, but not limited to any intellectual property or copyright infringement.

B. Cost

1. The cost of advertising at District athletic fields shall be determined by the Superintendent of Schools or his/her designee by July 1st of each year and shall be available on the District's website.
2. The cost of advertising shall include the production, but not the creative design, of the vendor's advertisement. The vendor shall be responsible for the cost, if any, of the creative design development.
3. Advertisements may be purchased for one athletic season

C. Creation of Advertisements

1. Through a competitive bidding process, the District shall select a sign-maker who will be the exclusive sign-maker for advertisements at the District's athletic fields.
2. Each sign will be uniform in size and shape as determined by the particular location of the advertisement at the athletic field.

D. Approval of Drafts

1. Each vendor shall present a draft of its advertisement to the Superintendent of Schools or his/her designee.
2. The Superintendent of Schools or his/her designee shall review the advertisement and recommend any adjustments necessary to ensure it complies with the Coventry Board of Education's Policy Regarding Advertising at District Athletic Fields and these administrative regulations.
3. Advertisements shall be limited to the vendor's (a) name, brand name, and/or trade name; (b) logo; (c) location or place of business and contact information; (d) slogans that identify the vendor but do not promote it; and (e) products, programs, or services in a value-neutral description. Advertisements may be black/white or color.
4. If a draft advertisement fails to meet the requirements outlined in these regulations or violates the Coventry Board of Education's Policy Regarding Advertising at District Athletic Fields, the advertisement shall not be placed at the District's athletic fields.
5. After the draft advertisement is approved by the Superintendent of Schools or his/her designee, the draft will be sent to the exclusive sign-maker for production.

E. Installation of Advertisements

1. In consultation with the Superintendent of Schools or his/her designee, the vendor shall select an athletic field location from a list of available locations in which to place the advertisement.
2. Once the advertisement is received from the exclusive sign-maker, it shall be displayed in the selected athletic field location during athletic events.

F. Removal of Advertisements

1. A vendor may at any time alert the Superintendent of Schools or his/her designee that the vendor requests to have its advertisement removed from school property. Upon request of the vendor, the District will return the advertisement to the vendor; however, the vendor shall not be entitled to a refund of the cost of the advertising.
2. The District may remove an advertisement at any time. If the District removes an advertisement before the end of the contract term, the District shall refund the vendor on a pro-rata basis.

S&G 11.9.2020

Legal References Available Upon Request

Administrative Council: October 21, 2021