

BUSINESS SPONSORSHIPS: 6103P

The Chief Financial Officer or designee will oversee the approval of business sponsored institutional advertising in the Federal Way School District schools, in accordance with Policy – 6103.

Institutional advertising will focus on creating a favorable impression and goodwill for the business or organization.

No advertising will:

- * Promote ethnic, racial, or religious groups or invade the rights of others;
- * Promote the use of alcohol, drugs, tobacco, firearms or certain products or services that create community concern;
- * Promote, favor or oppose any candidate for election; adoption of any bond/budget issues or any public question submitted at the general, county, municipal or school election; or ballot measure submitted at a public election.

Advertising meeting the above guidelines may be displayed in the following areas: Memorial Stadium, fields, and gymnasiums, at the discretion of the principals or the Athletic Liaison (in the case of Memorial Field) and with the concurrence of the Chief Financial Officer or designee.

If the site is of direct significance to a sponsor, this will be spelled out in the contract, after an agreement is reached with the principal.

The District by acceptance of a business sponsorship does not in any way endorse the sponsor or the product of the sponsor and is not influenced to purchase or otherwise support the business sponsor.

The Chief Financial Officer or designee will develop and maintain a database of available advertising space at Federal Way Memorial Field and the District schools, preserving current local arrangements that may already have been made by individual schools with local businesses.

These procedures will not apply to existing contracts negotiated at the school level, but will apply to any follow-up contracts. Each school will notify the Business Office of all such contracts and the expected date of renewal.

Advertising sponsored in the schools' yearbooks, newspapers and printed programs for sports will not fall under the guidelines of Policy 6103, but is subject to the prohibitions listed in paragraph three of this procedure.

If advertising currently exists at a school, the Business Office will negotiate with the individual school principal as to the proportion of available advertising space that will be allocated for future local follow-up contracts.

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The net advertising revenue will be distributed as sponsor or advertiser designates in the categories of academics, activities or athletics.

If no designation is made or specified by the sponsor or advertiser pursuant to Policy 6103, the net revenue received from such sponsorships or advertising will be disbursed as follows:

District Beverage Contract

- 4% Truman High School
- 24% Decatur High School
- 24% Federal Way High School
- 24% Thomas Jefferson High School
- 24% Todd Beamer High School

Signage – Federal Way Memorial Field

- 100% Federal Way Memorial Field

Signage - Schools (at school where advertising appears)

- 1/3 Academics
- 1/3 Activities
- 1/3 Athletics

The Chief Financial Officer or designee will present an annual report to the FWPS Board of Education.