

SECTION: Finances

CATASAUQUA AREA SCHOOL DISTRICT

TITLE: Corporate Advertising
and/or Sponsorship

ADOPTED: March 13, 1995

REVISED: November 10, 2005

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611	<p><u>POLICY CORPORATE ADVERTISING AND/OR SPONSORSHIP</u></p> <p>1. Catasauqua Area School District will aggressively see to enhance revenue through advertisement and/or corporate sponsorship. All such advertising will meet standards of good taste and will reflect positive values.</p> <p>2. Negotiation of all agreements and contracts will be negotiated and final recommendation made only by the Superintendent of Schools to the Board of School Directors for final approval.</p> <p>A. Corporate support for district-wide programs will be managed from the central administration office. A list identifying corporate sponsorship and advertisers for district-wide programs will be produced and distributed periodically. No individual or school contract for district-wide programs can be made with the corporate supporter/advertiser except through the central office, which is designated to act as the communication link between advertisers, school and school board.</p>	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38
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B. Corporate support for an individual school or a school’s programs will be reported to the central office and managed by the principal or principal’s designee.

C. Individual support for an individual school or a school’s program will be reported to the central office and managed by the principal or principal’s designee.

D. Multiple year, or competition exclusive, contracts or agreements shall be made only with the approval of the superintendent and school board.

3. Advertising opportunities in Catasauqua Area School District will be subject to certain restrictions in keeping with contemporary standards of good taste and will seek model and promote positive values for our students. In keeping with this, no advertising will be allowed which:

- promotes hostility, disorder or violence
- attacks ethnic, racial or religious groups
- is libelous
- invades rights of others
- inhibits the functioning of the school
- overrides the school’s identity
- promotes, favors, or opposes the candidacy of any candidate for election, or any public question submitted at any general, county, municipal or school election
- promotes the use of drugs, alcohol, tobacco, or firearms
- promotes any religious organization

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5. Appropriate media and venues for advertising might include:

- banner/signs
- athletic and other uniforms
- district level publications
- television
- athletic facilities
- district level projects
- community education advertising
- district level activities at state tournaments
- interior and exterior of district buses

6. School related organizations may, with the principal’s approval, use school bulletin boards and P.A. systems free of charge, to disseminate information applying for membership, activities, schedules and events. (Examples of organizations include, sports boosters, band parents, Home & School, Lincoln Parent Forum, PATCH.) All bulletin board postings are subject to the same guidelines as listed for advertisers.

7. Youth related organization may, with the principal’s permission, use school bulletin boards free of charge to disseminate information on membership applications, activities, events and schedules. (Examples of such organizations include Scouts, little league, and various youth groups open to all where the activity is not sponsored by a religious organization.)

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