



## SUSD Flyer Approvals

### Frequently Asked Questions (FAQs):

First, we would like to thank you for your interest in advertising with Scottsdale Unified School District (SUSD). We hope that the Frequently Asked Questions (FAQs) below will be helpful in the public's basic understanding of how to submit a flyer for approval and how we review and approve (or deny) flyer distribution here at SUSD.

**Q: I am interested in submitting a flyer with SUSD. How do I get this process started?**

*A: The District uses the "Peachjar" digital platform for flyer submissions and distribution. You can link to the Peachjar page by logging onto [www.susd.org](http://www.susd.org), scrolling to the flyer landing page and then linking to Peachjar from this location. You will need to set up an account. The fee is \$25 per site, per month. If your flyer is denied, you will receive a refund in the form of Peachjar credits. If you want a refund by your original form of payment, please contact Peachjar directly to arrange for this reimbursement. The contact information is located at [www.peachjar.com](http://www.peachjar.com).*

**Q: Does the District have a policy pertaining to flyers?**

*A: Yes, the District has a Governing Board approved policy as well as a regulation which is located on the flyer landing page for review. The Policy is KHC "Distribution/Posting Promo Materials" and the Regulation is KHC-R (see links to these documents below).*

**Q: How does my flyer get approved?**

*A: The approvals are delineated as follows, respectively:*

- *Outside Organizations, District Vendors, Renters and Teacher Tutoring – reviewed by Legal*
- *School Related Organizations – reviewed by respective school administration*
- *Community Education vendors ("Enrichment Vendors") – reviewed by Community Education, any enrichment flyers that are connected to their vendors; those flyers will be titled "Enrichment". A list of current Community Education vendors can be located here: [Community Education / Community Education \(susd.org\)](http://www.susd.org/CommunityEducation)*

**Q: What tools, policies or rules or other considerations does the District consider when approving or denying a flyer?**

*A: Flyer approvals are based upon the application of the Policy KHC [KHC - Distribution/Posting Promo Materials \(susd.org\)](http://www.susd.org/KHC-Distribution/Posting-Promo-Materials) and the Regulation KHC-R [KHC - Distribution/Posting Promo Materials - Regulations \(susd.org\)](http://www.susd.org/KHC-R-Distribution/Posting-Promo-Materials-Regulations). In the policy you will see the respective categories and their definitions. Please note, a flyer may be denied if it meets the requirement of one category but does not comply with the policy in another manner. For example, if the organization has an IRS 501 c 3 **but competes** with a Community Education*

enrichment vendor or SUSD program, it will be denied in its entirety, or you may be asked to modify your flyer to delete the portions that compete with Community Education vendor (e.g., advertise to different grade levels or locations). However, the District maintains the right to refuse a flyer if it competes with its enrichment vendors. The following language is set forth in the Governing Board regulation:

The District and its schools shall not display or distribute material that would promote a program, activity or event that would conflict with students' enrollment or attendance in the District's schools, including the District's Community Schools and Community Schools' vendors. Those flyer submissions deemed to be in competition will be denied, regardless of the type of organization.

In Peachjar, the disclaimer should automatically appear on the flyer, or you should have the option to add it upon submission.

**Q: My company or organization has an IRS 501 c 3 tax exempt approval. How do I submit this approval letter as evidence so I can be considered for approval?**

*A: If your organization or company has received its IRS 501 c 3 tax exempt designation letter, you will be required to submit it when you submit your flyer through Peachjar. Please do this **each time** you submit so that we can expedite the approval. The following documents are not acceptable in this regard:*

- Arizona Corporation and/or Arizona tax documents
- Applications for IRS tax exemptions (you must be approved, please refer to the Governing Board policy), and/or
- Arizona Articles of Incorporation.

**\*\*Please note, if you submit these documents as outlined above in lieu of the IRS 501 c 3 tax exempt approval letter that is required for approval, your flyer will be denied.**

**Q: I would like to rent an SUSD facility and have my flyer approved. How do I start this process?**

*A: To request approved renter status, please contact Ms. Lisa Marcarelli at [LMarcarelli@susd.org](mailto:LMarcarelli@susd.org) or 480-484- 8569 (direct). Upon the initial contact with Ms. Marcarelli, you will be forwarded a link to complete the Request for Approved Renter Status and you will need to provide the following information:*

*A certificate of liability insurance that meets the district's minimum requirements and any 501-C-3. If you are an athletic organization, copies of the concussion certificates will need to be provided as well. Renter status approval will not be provided until all relevant documents have been submitted to Lisa Marcarelli [lmarcarelli@susd.org](mailto:lmarcarelli@susd.org) . An example of the minimum requirements for a certificate of liability insurance is attached for your convenience.*

*Once you have received an indication of organization approval, requests can be placed in the system. A minimum of 4 working days, from the date of the submitted request, will need to be factored into the time required for facility use approval. Until a final approval notification is sent to the email of record indicating **Status: Active**, the facility contract is not fully authorized, and the site cannot be accessed. Once the communication includes **Status: Activated**, the rental contract is fully authorized and your entity presence on the campus is expected and approved for use.*

*You can view the Facility Rental Handbook, also a Governing Board approved document, at the SUSD website, Facilities landing page. You will also find contact information, the current Governing Board approved Facilities Rental Manual, and other information pertaining to rentals at this location. If you want to rent a facility, but your services will compete with an enrichment vendor, your flyer will not be approved. Once your rental is approved, you can submit a flyer for approval.*

***\*\*Please do not submit a flyer prior to your rental being approved as it will be denied.***

*When you submit a flyer on Peachjar, please include all information that will be helpful to us in our review. For example, if you have been approved to rent an SUSD facility, please tell us in the description box. You can say "I have been approved to rent at Saguaro HS". This will alert the reviewer that you are a renter who has been approved and are now seeking to submit a flyer for approval.*

**Q: I am a District approved vendor and would like to submit a flyer for approval. Can my flyer be approved since I am an approved vendor?**

*A: Yes, you can submit a flyer for approval if you are a District approved vendor. However, if you are an Enrichment Vendor, please submit your flyer directly to Melissa Tornquist, at [mtornquist@susd.org](mailto:mtornquist@susd.org). Flyers for enrichment vendors are approved through Community Education.*

We hope these FAQs are helpful in your understanding of how to submit a flyer, and what rules apply to the District's reviews, approvals and denials. If you have any additional questions or clarifications, please contact Ms. Louise Quezada, Paralegal at 480-484-6181 (direct) [lquezada@susd.org](mailto:lquezada@susd.org) or if you are an enrichment vendor with questions, please contact Ms. Melissa Tornquist at [mtornquist@susd.org](mailto:mtornquist@susd.org) or 480- 484-7909 (direct).

Thank you!