



Book	Policy Manual
Section	900 Community
Title	Commercial Advertising On District Facilities and Grounds
Number	913.1
Status	
Cross References	Policy 702.1

Purpose

The Board has determined commercial advertising in the schools and on the school grounds of the district will provide additional revenue or other benefits which taxpayers might otherwise be asked to fund.

The Board has determined public school facilities and events provide a potential opportunity for commercial sponsorships in which financial payments generated from commercial sponsorships will benefit students and taxpayers by generating support for the District and its educational programs. The Board understands commercial sponsors should receive special recognition for supporting the School District in such manner.

Authority

The Board has the authority and responsibility to establish reasonable guidelines and regulations for commercial advertising in schools and on school grounds.

The Board may enter into written contracts with individuals or companies that have expertise in advertising and marketing, for the purpose of identifying potential sponsors and negotiating the terms of Sponsorship Agreements to be approved by the School Board.

Delegation of Responsibilities

The School District shall establish an Advertising Team, which shall be an administrative team consisting of the Business Manager, ~~the Supervisor of Administrative Services~~ **the Athletic Director**, and a member of the Board designated by the President of the Board. The Advertising Team shall be responsible for reviewing requests for commercial advertising in the district and presenting administrative recommendations to the Board.

Guidelines

Promotion, display, or sale of appropriate commercial products or advertisements promoting corporate interests may be permitted if approved by the Board. No commercial product logo or corporate name shall be displayed, advertised, or sold in schools or on school grounds without express approval by the Board, except for the purpose of school fundraisers or occasional events that benefit students and are approved by the building principal. This policy shall not

apply to the incidental display of names of product or corporate names on school equipment or supplies, or to food products sold in cafeterias and vending machines or at district events.

The advertising opportunities in this policy are not intended to provide a forum for all types of advertising or provide a general public forum for purposes of communication.

Noncommercial advertising is not permitted under this policy in order to ensure a professional advertising atmosphere that is conducive to maximizing revenues from the School District's sponsorship program, and to maintain the School District's position of neutrality on political, religious and other public issues.

All advertising by sponsors pursuant to this policy shall comply with School Board polices.

All advertising by sponsors pursuant to this policy shall be commercial in nature, in keeping with appropriate community standards as determined by the Board in its sole discretion, appropriate for school-aged children, model and promote positive values for students, staff and District.

All advertising by sponsors will not seek to promote, encourage or engage in any of the following:

1. support any non-commercial message or position;
2. make false, misleading, deceptive or unwarranted statements or claims;
3. infringe upon another person's property rights through plagiarism, unlawful imitation of another person's intellectual property, or any other act which constitutes unfair competition;
4. disparage a competitor or a competitor's products or services;
5. advertise lotteries or other games of chance;
6. contain slanderous, obscene, lewd, sexual, profane, vulgar, repulsive, or offensive matters, either in theme or in treatment;
7. appeal for funds;
8. contain testimonials that cannot be authenticated;
9. declare or imply an endorsement by the School District of any service, product or point of view;
10. promote the sale or use of weapons, controlled substances, alcohol, or tobacco products;
11. promote unlawful or illegal goods, services or activities;
12. promote hostilities, disorder, or violence;
13. attack groups based on discriminatory bias;
14. infringe upon the rights or privacy of others;

15. impair the proper functioning of the school; or
16. promote, favor, or oppose the candidacy of any candidate for election, or any public question submitted at any general, county, municipal, or school election.

Commercial groups, businesses and companies may voluntarily enter into written agreements ("Sponsorship Agreements") to provide private financial support for School District programs and activities in exchange for public recognition that may include the sale of "naming" or "sponsored by" rights for School District venues and events as well as advertising, signage, announcements and other promotional opportunities at School District activities.

The solicitation of parents/guardians through the use of district records by outside organizations and/or salespeople is strictly prohibited. This prohibition includes, but is not limited to:

1. Distribution of flyers and other materials.
2. Direct sales on school property.

Sponsorship Program

The School District is authorized to solicit or receive proposals from commercial groups, businesses or companies for sponsorship agreements. All Sponsorship Agreements must be in writing and comply with this policy.

Revenues generated from Sponsorship Agreements shall be utilized for the sole benefit of the School District.

A sponsor may be permitted to advertise or engage in promotional activity on School District property as the parties may agree upon in the Sponsorship Agreement.

Conditions stated in Sponsorship Agreements shall include the following:

1. Advertising will not be displayed inside classrooms, in areas where students in class may view the advertisement, or in any other area that may be disruptive to student learning. For purposes of this policy, the term "classroom" is not intended to include any school's auditorium, cafeteria, gymnasium, library, or athletic fields/facilities.
2. Students will not be required to listen to read or be subjected to commercial advertising in the classroom, except when the classroom instruction by the teacher is related to advertising.
3. Advertisements shall not be disruptive or jeopardize the safety of students, staff, and/or the public by their content or physical properties.
4. No student or staff information (e.g., names, addresses, telephone numbers or e-mail addresses shall be made available to sponsors for purposes of distribution or dissemination of advertising.
5. Advertising must comply with all laws, regulations and administrative agency rules of the federal, state and local governments, including all laws, regulations and administrative agency rules applicable to copyrights, trademarks, trade names and patents.
6. No sponsor shall be permitted to use the School District's intellectual property (e.g. team names, slogans, logos, or designs constituting trademark or services marks whether or not registered) unless such use is identified in an approved Sponsorship Agreement or

approved in writing by the School District.

Any commercial advertising sign that is determined by a municipality Zoning Officer to be out of compliance with local zoning ordinances shall not be permitted to be erected and, if erected, shall be removed by the responsible organization at its cost.

The Board reserves the absolute right to reject or cancel, in its sole discretion, any proposed advertising, copy or running of advertisements which it deems as violating the law or conflicting with the stated goals, purposes or directives contained in this policy.

Directory information may only be released in accordance with law and Board policy.

The School District intends generally to receive financial payments from sponsors, but will consider proposals that include in-kind contributions by sponsors so long as the proposal includes adequate financial payments to satisfy any sales commission earned by any marketing agent of the School District.

Last Modified by Eric Eshbach on June 21, 2016