

1 **7332 FINANCIAL MANAGEMENT**

2 Advertising in Schools/Revenue Enhancement

3 Revenue enhancement through a variety of District-wide and District approved marketing activities,
4 including but not limited to advertising, corporate sponsorship, signage, etc., is a Board-approved venture.
5 The Board in keeping with the contemporary standards of good taste subject to certain restrictions may
6 approve these opportunities. Such advertising will seek to model and promote positive values for the
7 students of the District through proactive educational messages and not just traditional advertising of a
8 product. General advertising is signage, advertising or promotion of the name of the company, services,
9 or product. Preferred advertising includes messages that encourage student achievement and the
10 establishment of high standards of personal conduct.

11 All advertising/revenue enhancement contracts will allow the District to terminate the contract on not
12 more than thirty (30) days' notice if it is determined that it will have an adverse impact on implementation
13 of curriculum or the educational experience of students.

14 **The revenue derived should:**

- 15 • Enhance student achievement;
- 16 • Assist in the creation or maintenance of existing District athletics and activity programs;
- 17 • Provide scholarships for students participating in athletic, academic and activity programs who
18 demonstrate financial need and merit; or
- 19 • Be tied to specific items needed in the schools or District offices.

20 **Appropriate opportunities for these marketing activities include but are not limited to:**

- 21 • Fixed signage
- 22 • Banners
- 23 • District-level publications
- 24 • Television and radio broadcasts
- 25 • Athletic facilities, to include stadiums, high school baseball fields, and high school gymnasiums
- 26 • District level projects
- 27 • Expanded usage of facilities beyond traditional use (i.e., concerts, rallies, etc.)
- 28 • Individual school publications (when not in conflict with current contracts)

29 **The following restrictions will be in place when seeking revenue enhancement. Revenue enhancement**
30 **activities will not:**

- 31 • Promote hostility, disorder or violence
- 32 • Attack ethnic, racial or religious groups

- 1 • Discriminate, demean, harass or ridicule any person or group of persons on the basis of gender
- 2 • Be libelous
- 3 • Inhibit the functioning of the school and/or District
- 4 • Promote, favor or oppose the candidacy of any candidate for election, adoption of any
- 5 bond/budget issues or any public question submitted at any general, county, municipal or school
- 6 election
- 7 • Be obscene or pornographic as defined by prevailing community standards throughout the District
- 8 • Promote the use of drugs, alcohol, tobacco, firearms or certain products that create community
- 9 concerns
- 10 • Promote any religious or political organization
- 11 • Use any District or school logo without prior approval

12 Cross Reference:

13 2120 Curriculum Development and Assessment

14 2309 Library Materials

15 2311 Instructional Materials

16 Policy History:

17 Adopted on: July 1, 2000

18 Revised on: