

LAKESIDE SCHOOL DISTRICT #306  
BOARD POLICY #4238

## Business Support and Advertising

The Board of Directors believes that business support and certain advertising arrangements can enhance relationships between business/community organizations and schools, and provide additional resources for schools, when based on sound principles. However, compulsory attendance creates an obligation for the school district to protect the welfare of students and the integrity of the learning environment. Therefore, the superintendent or designee shall ensure that business support and advertising activity are structured in accordance with the following principles:

- 1) All business support or advertising activity shall be:
  - a. Consistent with State, District, and school academic standards and goals. Business involvement must also be structured to meet identified educational needs, not commercial motives.
  - b. Consistent with District policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, handicap, age, or sexual orientation, and must be age-appropriate for the students involved.
  - c. Consistent with the Board's intent to create a limited public forum where the district will exclude advertising and business support that may be disruptive to the educational purpose, instructional program, or operations of the school.
- 2) No business support or advertising activity will be permitted in or on any District property including, but not limited to, advertising in yearbooks, school newspapers, event programs, and field signage, which:
  - a. Promotes illicit drugs, alcohol, tobacco, or firearms
  - b. Promotes hostility, disorder, violence, or violation of law
  - c. Attacks, demeans, or discriminates against any person or group on the basis of race, color, national origin, relation, sex, handicap, age, gender identify or sexual orientation
  - d. Invades the privacy of others
  - e. Is inappropriate for the maturing level of the students
  - f. Is libelous, obscene, or profane
  - g. Promotes or opposes religion in general or any specific religion
  - h. Promotes or opposes any political position, political candidate, political party or ballot proposition
  - i. Inhibits or disrupts the educational purpose, instructional program, or operations of any school, or
  - j. Runs counter to the school or district's instructional program.
- 3) The District retains the discretion on how or whether to integrate commercially sponsored or provided material or programs into the curriculum. However, school activities shall not be focused on a commercial sponsor, e.g., students shall not be required to make art projects or write essays primarily about sponsors.

- 4) Information concerning educational activities or opportunities of interest to students and others in the school community, such as flyers and brochures regarding such things as sports camps, music lessons, and tutors, shall be permitted in accordance with policy 4060 Distribution of Materials.
- 5) It is appropriate that corporate sponsors and donors receive recognition for their support. Such recognition can be in the form of the corporate name or logo for identification purposes on the product or materials provided, or a written acknowledgment in an appropriate school publication or on the District website. Logos for sponsor recognition purposes shall not be permitted on District property, materials, supplies, or equipment for the purpose of advertising to students. The Superintendent or designee shall be the primary decision-maker regarding whether a sponsor identification logo is for recognition or advertising purposes in accordance with procedures to be developed by the Superintendent or designee.

Cross Reference:      Board Policy 4060

Distribution of Materials

Adoption Date: Approved 12-4-13  
Lakewood School District  
Revised: