

**PROCEDURE – BUSINESS SUPPORT AND ADVERTISING ON DISTRICT PROPERTY 6815P**

The Communications Department will publish school and district educational partnership opportunities including the Partners in Education and Helping Hands programs on its website. The district will consider each educational partnership opportunity to ensure it serves identified educational needs, is consistent with the mission of the district, and aligns with Policy 6815.

The following are examples of educational partnerships that support district students and schools:

<b>Support Organizations and Activities</b>	<b>Business Recognition</b>
<ul style="list-style-type: none"> <li>• Provide financial support to a school or specific educational event.</li> <li>• Volunteer to support student learning through activities approved by the principal.</li> <li>• Participate in school beautification project (subject to district approval and need)</li> <li>• Offer in-kind donations for school events</li> <li>• Display student work at your business or office</li> <li>• Be a guest speaker in a classroom</li> <li>• Offer scholarships to students for camps or post-high school education</li> <li>• Provide academic achievement incentives (e.g., free pizzas, entry coupons)</li> <li>• Invite classes to your business or organization and teach them about your job and field</li> <li>• Provide recognition for teachers and support staff</li> </ul>	<p>Introduction of education partner at a school event</p> <p>Recognition in school or district newsletters, which may include business or organization logo, but not advertise or promote any special offer, product, or the business or organization itself</p> <p>Information or activity table at PTA or booster club event may be negotiated with that particular group</p> <p>Recognition at staff meetings when the business or organization is an approved partner for employee recognition purposes</p> <p>Temporary thank you banner or sign posted by the school to recognize a particular educational contribution by the business</p>

Use of an educational business partners' logo in district recognition materials:

- May not be used with a message designed to persuade an audience to take some action regarding that partner's products, ideas, or services.

- May not be used to promote special offers at a particular business, only in recognition of the partner's support of the district or a particular school or educational program.
- Must be approved by the Communications Director.
- Should include the following disclaimer in publications: Publication of educational partner logos does not reflect the district's or school's endorsement of the business or organization. North Thurston Public Schools shall be held harmless from any cause of action filed in any court or administrative tribunal arising out of the distribution of this publication or other materials, such as flyers, newsletters, etc., including costs, attorney's fees, and judgments or awards.

### **Advertising on district property**

Commercial advertising is defined as the display or distribution of information promoting the purchase or use of products or services of an entity in exchange for payment of fees or in-kind services benefitting a student activity, school, program and/or the district.

Any advertising must be approved at least two (2) weeks in advance of the actual advertising through a written agreement with principal or district director of athletics. At the approver's discretion, the district Communications Department may do a final review of advertising before it is printed or placed on campus. The district reserves the right to remove advertising at any time for any reason set forth in Policy 6815 and will, if such removal is sooner than the originally anticipated duration specified in the agreement, notify the advertiser of the removal.

School ASBs, athletic teams, and clubs may participate in the sale of advertising space at district sites, through their advisors, in accordance with Policy 6815 and this procedure, and with prior consent of the superintendent or designee.

The product and/or service advertised must be consistent with district policies and procedures, state and federal law, and WIAA regulations. Advertising must be consistent with district policies prohibiting discrimination.

Unless otherwise agreed to by district administrators, all commercial advertisements must be in the form of matte vinyl banners that are grommeted for easy hanging and removal.

Complete payment for an advertisement is required prior to the first day that advertisement is displayed.

The following types of advertisements are not permitted:

- A. Advertisement(s) for cigarettes, cigars, snuff, smoking tobacco, smokeless tobacco, nicotine, nicotine delivering devices, chemicals or devices that produce the same flavor or physical effect of nicotine substances, and any other tobacco innovation, cannabis, recreational drugs, liquor, illicit drugs, or drug paraphernalia.

- B. Advertisement(s) promoting or disparaging any political candidate, cause, or a group of candidates; a political party; an initiative; a referendum; or other ballot measure, regardless of whether at the federal, state, or local level, and including school boards.
- C. Advertisement(s) that promotes religion, religious matters, religious organizations, or establish a religious tenet or a position about religion, such as atheism.
- D. Advertisement(s) that may cause a material and substantial disruption of school activities.
- E. Advertisement(s) containing obscene content. Obscene expressions are those that, applying contemporary community standards, appeal to prurient interests, depict or describe in a patently offensive way sexual conduct specifically defined by applicable state law, and taken as a whole, lack serious literary, artistic, political, or scientific value.
- F. Advertisement(s) with content that is reasonably determined to be false, misleading, inaccurate, and/or potentially libelous. The expression will be considered libelous when it includes defamatory falsehoods about an individual or organization.
- G. Advertisement(s) that are inappropriate for the age and/or maturity of students in the foreseeable audience (including sex and gambling).
- H. Advertisement(s) for illegal activity, including promotion of an activity or product that is illegal under local, state, or federal law.
- A. Advertisement(s) that infringe on copyright, trademark, or other intellectual property laws.
- J. Advertisement(s) for weapons, including all firearms, and including ads promoting or soliciting the sale, rental, distribution, or availability of any weapon or related products.

Implemented:	August 27, 2020	NTPS Cabinet
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