Management Support

Advertising on District Property Procedures

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 the district, utilizing the Request for Advertising form (6815F1). 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 originally anticipated duration specified in the agreement, notify the advertiser of the removal.

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.

Complete payment must be to the Snohomish School District for advertisement and is required prior to the first day that advertisement is displayed. Payments must be deposited in the appropriate school district account.

Not-for-profit entities may not advertise. Additionally, without limiting the foregoing restrictions, the following types of advertisements are not permitted:

A. Advertisement(s) for cigarettes, cigars, snuff, smoking tobacco, smokeless tobacco, nicotine, nicotine delivery 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 group of candidates; a political party; an initiative; 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.

D. Advertisement(s) that may cause a materials 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 reasonable determined to be false, misleading, inaccurate, and/or potentially libelous. The expression will be considered 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.

I. 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.

School ASBs, athletic teams and clubs may participate in the sale of advertising space at district sites, through their advisors, by following Policy 6815 and the procedures set forth in this procedure, and with prior consent of the Superintendent or designee.

Pursuant to Policy 3510, all money acquired by ASBs, athletic teams and clubs through the sale of advertising under these procedures will be district funds and will be deposited to and disbursed from the district's ASB program fund.

Adopted: May 14, 2008
Revised: January 22, 2025