

Mesa County Valley School District 51
KHB-R
SCHOOL-BUSINESS PARTNERSHIPS/MARKETING

Related: KHB
Approved: June 15, 1999
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1. Overview and Objectives. Business partnership programs can help to build community understanding about the district's educational goals, build awareness about specific educational needs and provide recognition for businesses playing an active role in improving educational opportunities for students. The relationship for business partnership programs can exist with the district as a whole or specific school(s). Business partnership programs may include some forms of advertising, sponsorship arrangements or promotional activity, and can be revenue-producing for the district, subject to certain restrictions listed below.
 2. Levels of Sponsorship. Negotiation of agreements pertaining to an individual school with a total value of less than five thousand dollars (\$5,000) may be approved and managed by the site administrator, providing there is no conflict with district-wide sponsorship agreements. It is up to the site administrator to check before approving an agreement. Contracts or agreements with a value of five thousand dollars (\$5,000) or more shall be reviewed and approved by the Superintendent's Office prior to execution.
 3. Multiple Year or Exclusivity Agreements. No multiple year or competition-exclusive agreement may be made without the approval of the Superintendent's Office through its designated representative(s) and final approval by the Board of Education.
 4. District-wide programs. Corporate or business sponsorship for district-wide programs shall be managed by a designee of the Superintendent's Office. No individual or school contract for district-wide programs may be made with a corporate or business sponsor except through the Superintendent's Office.
 5. Use of Revenue. District administration shall identify specific educational needs that reflects its mission and strategic plan. Prior to the receipt of revenues derived from any sponsorship, advertising or promotional agreement, district administration shall designate what specific project(s) will be funded by the additional revenue and present the project(s) to the Board of Education for approval.
 6. Advertising in schools. All advertising associated with Mesa County Valley School District 51 will be subject to certain restrictions in keeping with contemporary standards of good taste and will seek to promote positive values for students.
 - a. Use of logos and marks. District 51 may make its logos or marks, or the logos or marks of specific District 51 schools available for certain sponsorship purposes. The use of District 51's logos or marks of those of its individual schools, is prohibited, however, without prior approval by the Superintendent or his designee.
 - b. Approval of in-school advertising. All advertising that appears in any school district facility must be pre-approved. Advertising connected with individual school sponsorships or promotional programs for individual schools shall be approved by the site administrator. Any advertising that is the product of a district-wide sponsorship agreement must be approved by the Superintendent's office.

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- c. Distribution of flyers to parents. Schools shall not permit distribution of non-district flyers to students at school by 3rd parties. Those wishing to distribute flyers shall utilize Peachjar, a third party provider, to distribute non-district flyers to parents electronically. In order for an organization or third party to be eligible to distribute flyers through Peachjar, the organization or third party must be a 501(c)3 non-profit organization which provides products or services of an educational or enrichment nature for students. All flyers distributed through Peachjar must also comply with the Peachjar Policies and Terms of Use. Certain exceptions to these requirements may be made for official business partners of the District. All exceptions must be approved by the Superintendent or designee.
 - d. No advertising will be allowed which:
 - promotes hostility, disorder or violence;
 - attacks ethnic, racial, or religious groups;
 - discriminates, demeans or ridicules a person or groups on the basis of gender;
 - invades the rights of others;
 - inhibits the functioning of the school;
 - overrides the school's identity;
 - promotes the use of drugs, alcohol, tobacco or firearms;
 - promotes any religious organization;
 - promotes, favors or opposes the candidacy of any candidate for election or adoption or rejection of any public question submitted at any general, county, municipal, or school election.
7. Approval of off-site advertising. Any advertising using Mesa County Valley School District 51's logos or marks or the logos or marks of one of its schools must be approved by the Superintendent's Office. Any advertising done by a sponsoring business which features references to District 51 or its programs, or the programs of any of its individual schools must also be approved prior to its production.
8. Appropriate media. Appropriate media and venues for advertising may include, but are not limited to:
- Banners and/or fixed signs;
 - Athletic and other uniforms;
 - District or school level publications (when not in conflict with current contracts);
 - Electronic Flyers distributed via Peachjar
 - Athletic facilities;
 - District-level projects;
 - Athletic activity broadcasts;
 - Expanded use of facilities;
 - Interior and exterior of District buses, vans, and vehicles;
 - Consideration of additional media venues not mentioned above must be approved by the Superintendent's Office.
9. Promotions. While schools must consider fundraising activities, these activities must not result in a reduction of time devoted to learning. When properly conducted, promotions can be advantageous for sponsoring businesses as well as for obtaining educational goals. However,

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schools exist to provide education. They are not agencies to be used to advertise, promote or be a dissemination point for commercial, profit-oriented businesses.

- a. In-school promotions. Commercial goods or services shall not be displayed, advertised, or sold to students on school premises without permission from the site administrator.
- b. Individual school programs. Support for an individual school or school program shall be reported to Central Administration with two (2) copies of the signed contract provided. School sponsorship, advertising or promotional programs must conform to all policies contained herein.