

1 Great Falls School District

2
3 **FINANCIAL MANAGEMENT**

7332

4
5 Advertising in Schools/Revenue Enhancement

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

16
17 All advertising/revenue enhancement contracts will allow the District to terminate the contract
18 on not more than thirty (30) days' notice if it is determined, by the Superintendent or designee,
19 that it will have an adverse impact on implementation of curriculum or the educational
20 experience of students.

21
22 **The revenue derived should support District initiatives which:**

- 23
24
- Enhance student achievement;
 - Assist in the creation or maintenance of existing District athletics and activity programs;
 - Provide scholarships for students participating in athletic or District programs who demonstrate financial need and merit; or
 - Be tied to specific items needed in the school or District offices.
- 28
29

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

- 31
32
- Video Boards
 - Fixed signage
 - Banners
 - District-level publications
 - Streaming, Television, Social Media, and Radio Broadcasts
 - District owned property
 - District level projects
 - Expanded usage of facilities beyond traditional use
 - Individual school publications (when not in conflict with current contracts)
- 40
41

42 **The following restrictions will be in place when seeking revenue enhancement. Revenue**
43 **enhancement activates will not:**

- 44
45
- Promote hostility, disorder, or violence
 - Attack ethnic, racial, or religious groups
- 46

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

14
15 Legal Reference:

16 § 20-3-324, MCA Powers and Duties

17
18 Cross References:

19 Policy 1000 Legal Status, Operation, and Organization
20 Policy 2120 Curriculum Development and Assessment
21 Policy 2309 Library Materials
22 Policy 2311 Instructional Material
23 Policy 7332F Sports Activities-Revenue Enhancement Program

24
25
26 Policy History

27 Adopted on: July 1, 2000
28 Revised on: May 26, 2026