

COMMUNITY RELATIONS

Display of Advertising and Promotional Material

Advertising on district property or in district publications, and the display of advertising or promotional material in district facilities shall be subject to Board Policy 4322 and these procedures. Commercial advertising on or within district operated property is prohibited except as follows:

1. Sponsorship advertising is allowed in school and district publications and digital assets such as calendars, yearbooks, website and social media pages, newspapers, and newsletters;
2. Donations of capital equipment or facilities exceeding a value of \$100,000.00 may be acknowledged by use of the sponsor's name and/or logo on or near the equipment or facility being donated;
3. Sponsorship of clubs, teams, and activities may be acknowledged through temporary display of a sponsor's name and logo at the team, club, or activity event, for the duration of the event only. Said sponsor display must be removed immediately following the event and may not be attached or affixed to district property.

Complete payment for the sponsorship is required prior to the first day the sponsor's logo or advertisement is published or displayed. The logo, product, or service advertised or displayed must be consistent with district policies and procedures, state and federal law, and WIAA regulations (if applicable), including district policies prohibiting discrimination.

Recognition associated with a capital donation shall remain in place for the useful life of the donated equipment or facility, unless removed or modified earlier by the district. The district reserves the right to remove or modify donor recognition at any time if continued display is determined to be inconsistent with district policy, applicable law, the district's educational mission, or the public interest.

Commercial companies' logos or products that are used in the school environment incidental to a district contractual service or purchase (for example: a commercial vending machine logo) are not subject to the terms of this policy but remain subject to the terms and conditions of the governing agreement, including any advertising terms.

No Public Forum: The district retains exclusive control over all advertising permitted on school grounds, facilities, and digital assets. The district's limited acceptance of sponsor displays or advertising does not provide or create a public forum for expressive activities. In keeping with its proprietary function as a provider of public education, the district's acceptance of any advertising does not convert its facilities or resources into open public forums for public discourse and debate. Rather, the district's fundamental purpose is to accept advertising on a restricted basis as an additional means of generating revenue to support its educational operations. Therefore, the district retains exclusive control over advertising permitted on its property or in its publications and has the right to remove advertisements at any time.

Displays or advertisements of products and/or services that interfere with the district's mission to educate students and generate revenue to support educational operations, or that cause a material and substantial disruption to district or school activities, will not be permitted. The following types of displays or advertisements are strictly prohibited:

1. Alcohol, 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;
2. Gambling, casinos, sports wagering, or gambling aids;
3. Weapons or firearms, including the sale, rental, distribution, or related products;
4. 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;
5. Obscene content, or content that displays or suggests sexual conduct;
6. Displays promoting gambling;
7. Content that is false, misleading, or inaccurate;
8. Displays that are inappropriate for the age or maturity of the students;