

Guidelines for Flyer Distribution

Request Type: Outside organizations, companies, agencies and individuals wanting to distribute or display flyers about non-school related after school activities.

Many business/organizations want to let parents know about their programs and services for students. Parents may be interested in learning about these services, as they are often looking for after school activities for their children. Since these materials may be of interest to parents, if they meet the guidelines below, they may be placed in the ECPS Bulletin Board webpage, <https://www.escambiaschools.org/bulletinboard>.

Displaying a flyer at a school is not an opportunity for a business to simply advertise their product or service within the schools. Flyers that are not related to after-school activities for students will not be approved. Information will NOT be approved for distribution directly to students. Parents, teacher and principals have expressed the need to reduce the amount of outside information going home with students. Distribution of information directly to students is not the best use of staff time. The District will not distribute flyers via email.

All requests must be received in writing at last two weeks prior to delivery of flyers at the schools. Requests to display or distribute material that are made in fewer than two weeks before the requested delivery date will be denied. The Deputy Superintendent's office will respond to the request within one week.

Note: No distribution may occur during the first four (4) weeks or the last (4) weeks of school.

1. All requests must be made via the Escambia County Public Schools "Request to Distribute Information" form (available on the district website at <https://www.escambiaschools.org/bulletinboard>).
2. A copy of the material to be distributed must be submitted along with the application.
3. The business/organization MUST have appropriate licensure and be insured.
4. The flyer to be displayed MUST state that the business/organization is licensed and insured.
5. Approval to place flyers in the front office of a school, in no way reflects an endorsement of that program the School Board of Escambia County, Florida. **The following statement MUST be printed at the top of each flyer or page in 12-point type, all caps:**

DISTRIBUTION DOES NOT IMPLY ENDORSEMENT OR RECOMMENDATION BY ESCAMBIA COUNTY PUBLIC SCHOOLS

6. The flyers MUST include a contact phone number of the business/organization.
7. Any fees for services MUST be stated on the flyer.
8. No religious references are permitted on the flyer.
9. **Our schools will not create, print or provide paper for copies, nor bear any expense, including staff time to collate or prepare materials.**
10. **For distribution District email use for this purpose is prohibited.**

A school is not required to have a designated area to display these materials. The decision to have a display area as well as the decision to display any material is at the discretion of each individual principal. Each business/organization is responsible for providing the number of flyers for each school/center including delivery to each location.

Activities such as Field Trips and Fund Raising are governed by School Board Policy. Please refer to these and all other School Board policies at <https://www.escambiaschools.org> under District Leadership tab → School Board Policy.

Please submit your request to the office of the Deputy Superintendent, 75 North Pace Boulevard, Pensacola, Florida 32505

Escambia County Public Schools 75 North Pace Blvd. Pensacola, FL 32505 Phone: 850-469-6131 Fax: 850-469-6379		Request to Distribute Information Guidelines for Flyers is located on the District website: https://www.escambiaschools.org/bulletinboard	
Contact Information of Person making request:			
First Name:		Last Name:	
Phone Number:		Fax Number:	
Mailing Address:			
City:		State:	Zip:
Email Address:			
Request From: - Individual (not affiliated with a business or organization) - For profit business/organization - Non-profit business/organization			
Please check the box that most closely matches the TYPE of request you are submitting: Before & After School Program - Seeking approval to display or distribute a flyer for a program or service taking place at the school. - Seeking approval to display or distribute a flyer for a program or service occurring outside of the school facility.			
Curriculum or Educational Material Will this program involve the use of animals? Yes ☐ No ☐ - Provide free educational material to the District for use in schools. - Provide free educational material directly to one or more schools (specify)			
Schools/Departments Requested to receive information: - Employees only - District-wide distribution requested - Selected schools (specify) _____ - One school only (specify) _____			
Flyers-Seeking approval to display or distribute a flyer: - Advertising a product or service from a licensed and insured, for profit business or organization. - Advertising a product or service from a licensed and insured, non-profit (501c3) business or organization. - Promoting a FREE, public event affiliated with a city, municipality or government agency. - Promoting a FREE, public even affiliated with a FOR PROFIT or Not for Profit business, organization. - Promoting a fee-based public event affiliated with a city, municipality or government agency. - Promoting a fee-based public event affiliated with a For Profit or Not for Profit business, organization.			
Flyer is in compliance with the district's guidelines for flyers (Checking this box indicated the flyer has the disclaimer as required on face of document – failure will result in denial of approval. Guidelines for flyers can be located on the school district website – www.escambiaschools.org/bulletinboard			
Fundraisers Seeking approval to offer a fund or supply raising opportunity to one or more school or the District.			
Incentive Program – Seeking approval to provide: Seeking approval to offer a fund or supply raising opportunity to one or more schools or the District. <i>Note: all incentives MUST be for FREE products or services for students that can be redeemed without any condition of purchase by the parent or student.</i>			
Publications – Seeking approval to distribute: - A FREE publication to the Media Center or other designate area at schools. - A FREE publication to display on the bulletin board or front office area at schools.			

Additional information (additional pages may be attached to application):

Please fax or mail this application and all supporting documentation about your request to:

Deputy Superintendent's Office

75 North Pace Blvd.

Pensacola, FL 32505

Fax: 850-469-6379

Revised August 12, 2026