

MANAGEMENT SUPPORT SERVICES

Advertising, Partnerships, and Sponsorships

To maintain a practical balance between the funding needs of school programs and the primary educational mission of the School District, advertising, partnership and sponsorship activities must comply with the following guidelines:

1. Direct commercial influence on instructional materials and activities should be minimized except where the course objectives include the study of advertising or where appropriate instructional methods include the use of supplementary research materials such as newspapers, magazines, television or the internet. Commercial advertising shall also be allowed in student yearbooks and event programs.
2. Instructional time is of paramount importance and should not be interfered with for the purpose of advertising, partnering or sponsorship.
3. Significant teacher, clerical, administrative time, and other District resources may not be used in support of commercial activities.
4. Care must be taken to assure that businesses are provided fair and equal opportunity to participate in District-permitted commercial activities.
5. District involvement in advertising, partnership or sponsorship activities shall not be construed in any way to be an endorsement of a product or a sponsor.
6. All advertising, partnership or sponsorship activities shall be consistent with the mission of the District, as well as all District policies prohibiting discrimination on the basis of race, creed, religion, color, national origin, age, honorably-discharged veteran or military status, sex, sexual orientation - including gender expression or identity, marital status, the presence of any sensory, mental, or physical disability, the use of a trained dog guide or service animal by a person with a disability, HIV/Hepatitis C status, or other bases protected by applicable law. Equal access to activities, facilities and programs is provided to the Boy Scouts of America and other designated youth groups.

7. Advertising, partnership and sponsorship shall not be permitted if it is misleading, inaccurate or not age-appropriate for the students involved, or if it is not aligned with the mission and goals of the District or conflicts with District policy.
8. Advertising, partnership and sponsorship activities shall not promote behavior not acceptable for students, or include any activities or materials that could be manufactured into something inappropriate or illegal for student use.
9. Advertising, partnership and sponsorship activities at or on the District stadium and high school athletic arenas will be temporary in nature and subject to a District schedule for sizes, prices and permitted locations. This schedule shall be reviewed annually for market adjustments.

Advertising, Partnerships, and Sponsorships

A committee overseeing this policy and procedure is established and is made up of the superintendent or designee, serving as chair, as well as a secondary and elementary administrator, District athletic coordinator, a building athletic director, building activity director, and an elementary and secondary parent.

The Advertising, Partnerships, and Sponsorships committee will provide the following:

- Oversight of the program, including the appropriateness of the specific advertising, partnership or sponsorship applications;
- Decision making regarding the suitable locations and sizes for advertising, costs, and duration of agreements;
- Timelines for agreements on any permanent structures;
- Adherence to other District Policy and Procedures; and
- Communication to appropriate administrators regarding any related activities impacting a building within the District.

Definitions

- **Advertising** is an oral, written or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services, which motivates the public to buy, use, or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Nothing in this policy or procedure is intended to limit announcements, information, or logos of school related organizations.
- **Partnerships** are collaborative efforts to achieve mutually agreed upon goals and objectives by matching community resources to identified needs of a school or district. The district and/or school should not be

required by the partnership to sell products to students, expose students to advertisements in instructional areas during school times, or place advertising on school property without approval. Partnerships should be of a non-exclusive nature and should not adversely affect or distract from the instructional mission of the school.

- **Sponsorships** are agreements between a school district and/or an individual school with an individual group or community based organization in which the sponsor provides financial or resource support in exchange for recognition.

Advertising Locations

Advertising messages and locations will be limited to:

- Sports fields;
- Scoreboards;
- District and school publications including yearbooks, newspapers and programs; and
- Approved District fundraising activities.

Examples of locations where advertising messages shall not appear on:

- Student uniforms or anything a student would wear;
- In an instructional area used solely for classroom instruction, cafeterias or hallways, buses, reader boards or other areas not approved by the District; and
- Curricular materials used for instruction.

Approved: April 15, 2015