

**ADVERTISING IN SCHOOLS/
REVENUE ENHANCEMENT**

ISSUE DATE: 10-10-11

Revenue enhancement through a variety of District-wide and District-approved marketing activities, including but not limited to advertising, corporate sponsorship, signage in or on District facilities, etc., is a Board-approved venture. The Board may approve such opportunities subject to certain restrictions in keeping with the contemporary standards of good taste. Advertising will model and promote positive values for District students through proactive educational messages and not be simply traditional advertising of a product. Preferred advertising includes messages encouraging student achievement and establishment of high standards of personal conduct. [Note: Booster Club fund raising ventures such as athletic field sponsorship or game program advertisement are exempt from this policy.]

All sponsorship contracts will allow the District to terminate the contract on an annual basis or if it is determined that it will have an adverse impact on implementation of curriculum or the educational experience of students. All funds received from such advertisements shall be placed in the Attendance Center's general or club account of the sponsoring club.

The revenue derived should:

1. Enhance student achievement;
2. Assist in maintenance of District athletic and activity programs; or
3. Provide scholarships for students participating in athletic, academic, and activity programs, who demonstrate financial need and merit.

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

1. Fixed signage.
2. Banners.
3. District-level or individual school publications.
4. Television and radio broadcasts.

Advertising will not be allowed in classrooms or on school buses, other than corporate-sponsored curriculum materials approved subject to Board policy.

The following restrictions will be in place when seeking revenue enhancement. Revenue enhancement activities will not:

1. Promote hostility, disorder, or violence;
2. Attack ethnic, racial, or religious groups;
3. Discriminate, demean, harass, or ridicule any person or group of persons on the basis of gender;
4. Be libelous;
5. Inhibit the functioning of the school and/or District;
6. Promote, favor, or oppose the candidacy of any candidate for election, adoption of any bond/budget issues, or any public question submitted at any general, county, municipal, or school election;
7. Be obscene or pornographic, as defined by prevailing community standards throughout the District;
8. Promote the use of drugs, alcohol, tobacco, firearms, or certain products that create community concerns;
9. Promote any religious or political organization;
10. Use any District or school logo without prior approval.