

Definitions

Advertising is defined as the payment of money or other economic benefits to a school or to the district in exchange for visual, audio, or video placement of a name, slogan, or product message on a school district property, publication, or broadcast. The term advertisement does not include traditional fundraising activities such as magazine sales, nor does it apply to outright gifts to which no quid pro quo is attached.

Incidental Advertising is defined as advertising which is embedded in approved classroom materials, equipment such as vending machines and their contents, logos on uniforms and sports equipment and brand information attached to District equipment.

Sponsorship is defined as the payment of money or other economic benefit to a school or to the district in exchange for recognition by a school or the district.

Recognition

Incidental Advertising

Students and staff may also be exposed to incidental advertising:

In courses of study which have specific lessons related to advertising. It will be up to each principal to decide whether the lessons related to advertising are appropriate.

In such supplementary classroom and library materials as newspapers, magazines, television, the Internet, and similar media.

In the display of product names on vending machines that have been placed in the school for the use of students, staff, and the public.

Use of Advertising Revenue

The Superintendent shall recommend to the Board of Education, and the Board shall approve how advertising proceeds are expended. Advertising proceeds may be used to support the cost of maintaining advertising, including but not limited to placing advertisements and installing advertising signage.

Sponsorships

Sponsorships may be recognized in yearbooks, school newspapers, and programs of school-related events, as well as verbally by school officials in school announcements.

Recognition

There are specific donations to the school district of specialized items (aquarium tanks for marine robotics, for example) where the district may wish to recognize the donation by placing a plaque at or near the donated item. The superintendent should recommend to the board as part of the donation approval if a recognition will be included and the design of said recognition. Approval by the board of the donation will also be seen as approval of the recognition plaque.

In recognition of the tremendous work that our PTOs do to support our schools the Board will allow the PTO to use the ability to display individual/organization/company names and logos on commemorative bricks and on playground signage/plaques. PTOs must obtain approval from the Board of Education for their detailed plan on where bricks will be placed and/or the location of signage and plaques prior to any fund-raising activity.

Limitations

The Superintendent has the right to reject a recognition that promote the use of tobacco, alcohol, illegal drugs, gambling or weapons; contains vulgar and plainly offensive, obscene, or sexually explicit language; advocates the violation of law or District policy; advances any religious or political organization and/or messages; promotes, favors, or opposes a candidate for elected office or other political issue; be associated with any company or individual whose actions are inconsistent with the district's mission and goals or community values; or otherwise be in violation of law.

Right to Rescind

Legal Reference:

Legal References Disclaimer: These references are not intended to be considered part of this policy, nor should they be taken as a comprehensive statement of the legal basis for the Board to enact this policy, nor as a complete recitation of related legal authority. Instead, they are provided as additional resources for those interested in the subject matter of the policy.

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 10/30/2017
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