

1 Advertising in Schools/Revenue Enhancement

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3 Revenue enhancement through a variety of District-wide and District-approved marketing  
4 activities, including, but not limited to, advertising, corporate sponsorship, signage in or on  
5 District facilities, is a Board-approved venture. The Board may approve such opportunities  
6 subject to certain restrictions in keeping with the community standards of good taste.

7 Advertising will model and promote positive values for District students through proactive  
8 educational messages and not be simply traditional advertising of a product. Preferred  
9 advertising includes messages encouraging student achievement and establishment of high  
10 standards of personal conduct.

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12 All sponsorship contracts will allow the District to terminate the contract on at least an annual  
13 basis, if it is determined that it will have an adverse impact on implementation of curriculum or  
14 the educational experience of students.

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16 The revenue derived should:

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

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

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25 1. Fixed signage.  
26 2. Banners.  
27 3. District-level publications.  
28 4. Television and radio broadcasts.  
29 5. Athletic facilities, including stadiums, high school baseball fields, and high school  
30 gymnasiums.  
31 6. District-level projects.  
32 7. Expanded usage of facilities beyond traditional uses (i.e., concerts, rallies, etc.).  
33 8. The interior and exterior of a limited number of District buses, if the advertising is  
34 associated with student art selected by the District. The only advertising information  
35 allowed will note sponsorship of the student art by the participant. Maintenance for these  
36 buses will include but not exceed normal maintenance costs.  
37 9. Individual school publications (when not in conflict with current contracts).

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39 Advertising will not be allowed in classrooms, other than corporate-sponsored curriculum  
40 materials approved subject to Board policy.

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42 The following restrictions will be in place when seeking revenue enhancement. Revenue

1 enhancement activities will not:

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3 1. Promote hostility, disorder, or violence;

4 1. Attack ethnic, racial, or religious groups;

5 2. Discriminate, demean, harass, or ridicule any person or group of persons on the basis of  
6 gender;

7 3. Be libelous;

8 4. Inhibit the functioning of the school and/or District;

9 5. Promote, favor, or oppose the candidacy of any candidate for election, adoption of any  
10 bond/budget issues, or any public question submitted at any general, county, municipal,  
11 or school election;

12 6. Be obscene or pornographic, as defined by prevailing community standards throughout  
13 the District;

14 7. Promote the use of drugs, alcohol, tobacco, firearms, or certain products that create  
15 community concerns;

16 8. Promote any religious or political organization;

17 9. Use any District or school logo without prior approval.

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21 Cross Reference: 2120 Curriculum Development and Assessment

22 2309 Library Materials

23 2311 Instructional Materials

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25 Policy History:

26 Adopted on: February 2007

27 Revised on: December 2018

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29 *Revision Note: Language change to clarify intent of policy*