

HORTONVILLE AREA SCHOOL DISTRICT

Title: Advertising and Commercial
Activities

Date Adopted: 8/9/2010
Date Revised:

Policy No. 2033
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Policy Statement:

This policy provides guidance for the appropriate and inappropriate use of advertising or promotion of commercial products or services to the student and parents in the school. "Advertising" comes in many different categories and forums and is defined as an oral, written or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public's attention to arouse a desire to buy, use or patronize the product, equipment or services. This includes the visible promotion of product logos for other than identification purposes.

It is further the policy of the Board that its name, students, staff members and District facilities shall not be used for any commercial advertising or otherwise promoting the interests of any commercial, political, nonprofit or other non-school agency or organization, public or private, without the approval of the Board or its designee.

Rationale: To use advertising as another means of generating revenue for the District in order to improve facilities and equipment within those facilities.

Scope: District-wide

Responsibility: The enforcement of this policy shall be the responsibility of the Superintendent of Schools.

Implementation:

The Board of Education may permit paid commercial advertising in school district facilities or on school district property in the following categories or forums in accordance with the parameters set forth herein:

A. Product Sales:

1. product sales benefiting a district, school or student activity (e.g. the sale of beverages or food within schools);
2. fundraising activities (e.g., short term sales of gift wrap, cookies, candy, etc.) to benefit a specific student population, club or activity where the school receives a share of the profits.

B. Direct Advertising/Appropriation of Space:

1. signage and billboards in schools and school facilities;
2. corporate logos or brand names on school equipment (e.g. marquees, message boards or score boards);
3. ads in school publications (newspapers and yearbooks and event programs).

Any commercial advertising shall be structured in accordance with the General Advertising Guidelines set forth below:

- A. When working together, schools and businesses must protect educational values. All commercial or corporate involvement should be consistent with the District's educational standards and goals.
- B. Any advertising that may become a permanent or semi-permanent part of a school requires prior approval of the Board.

- C. No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, X or R rated movies, or gambling aids.
- D. No advertisement shall promote any specific religion or religious, ethnic or racial group, political candidate or ballot issue and shall be non-proselytizing.
- E. No advertisement may contain libelous material.
- F. No advertisement may be approved which would tend to create a substantial disruption in the school environment or inhibit the functioning of any school.
- G. No advertisement shall be false, misleading or deceptive.
- H. Each advertisement must be reviewed in advance for age appropriateness.
- I. Advertisement may be rejected by the school district if determined to be inconsistent with the educational objectives of the school district, inappropriate, or inconsistent with the guidelines set forth in this policy.
- J. All corporate support or activity must be consistent with the Board's policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, disability, or age, and must be age appropriate.
- K. Students shall not be required to advertise a product, service, company or industry.
- L. Advertising will not be permitted on the outside or the inside of school buses.
- M. The Superintendent/Designee is responsible for screening all advertising.
- N. The Superintendent/Designee may require that samples of advertising be made available for inspection.
- O. The inclusion of advertisements in school district publications, in school district facilities, or on school district property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.

All advertising agreements between the District and an outside entity shall be in writing, shall specify all relevant terms, and must be approved by the Board prior to placement of advertisements.

The contracts shall contain at a minimum the following clauses:

- A. District authority over content and placement of advertisement
- B. authority of District administration to view and approve all materials prior to actual placement
- C. specific provisions regarding financial terms, timing of payment, hold harmless clause in the event of lawsuit against advertiser that requires removal of advertisement prior to expiration of contract
- D. warranty regarding intellectual property and indemnification against alleged violations of trademark or copyright protections by third parties.

The Superintendent shall prepare administrative guidelines addressing the Criteria for Commercial Messages and the process by which advertising shall be accomplished .

Recommended guidelines for placing advertisements on the following are:

- A. Scoreboards (Outside)
 - 1. The school district allows advertising on outdoor scoreboards on athletic fields if they meet the established signage requirement:
 - a. Each scoreboard will contain a set number of advertising spaces
 - Stadium Field – 6 in Front, 1 large in back;
 - Soccer Field – 3 in Front, 1 large in back

- b. Advertisements on the signs must conform to the District’s advertising policy and signs must be approved by the Activities Director
 - c. Signs are to be furnished / paid for by the advertiser and are put up by the school maintenance department.
 - d. If an advertiser were to purchase the scoreboard along with paying for the installation of said scoreboard, that advertiser may be given full advertising privileges on the scoreboard for the lifetime of the board or for eight (8) years, whichever comes first.
 - i. During that period, the Activities Directors and the advertiser shall meet every three (3) years to discuss the “appearance and maintenance” of said scoreboard. The school district shall be responsible for the condition of the signs.
- B. Athletic Field Fences
- 1. The school district allows advertising on fences on athletic fields if they meet the established signage requirement.
 - a. Sign must be 3’ x 4’ in size and must be laminated or finished in a way that is water repellent.
 - b. Advertisements on the signs must conform to the District’s advertising policy and signs must be approved by the Activities Director.
 - c. Signs are to be furnished by the advertiser and are to be put up and removed by the school maintenance department.
 - d. Advertising for the fences are sold during the spring and fall sports seasons at a set rate. No signs are sold for the winter season or will be placed in the gymnasiums.
- C. Athletic Programs
- 1. The school district allows advertising in District athletic / activities programs if they meet the established requirements:
 - a. The District sell advertising space in the programs based on the size of the advertisement and the frequency of the ads (whole year vs. seasonal vs. one issue).
 - b. Advertisements must conform to the District’s advertising policy and signs must be approved by the Activities Director.

Advertising revenues must be properly reported and accounted for by the Business Office.

Associated Information: