

ADVERTISING AND SPONSORSHIPS

The Board of Education recognizes that district wide marketing activities, including advertising and corporate sponsorship arrangements, can provide a potential source of additional revenue for the district which could enhance student achievement; assist in the maintenance and/or expansion of school athletic, music and activity programs; and otherwise assist the district in continuing to provide high quality services. The Board will consider approving such commercial activities, including the granting of exclusive marketing rights, if they will result in identifiable, positive benefits to the District, its schools and their respective students, and are consistent with the District's missions, policies and goals.

Among venues and media that may be considered for advertising and corporate sponsorship programs are fixed signage, middle and high school athletic facilities, district and/or school level publications, banners, athletic team uniforms and warm-ups, food and beverage services, district buses, and district or school level radio and television broadcasts, e-mail and Internet web sites.

Restrictions

All district wide advertising and corporate sponsorship programs will be subject to certain restrictions in keeping with community values and contemporary standards of good taste and will seek to model and promote positive values for students. To that end, such programs may not:

1. Promote the use of controlled substances, alcohol, tobacco, firearms, or other products or services that constitute violations of law or of district policies
2. Promote hostility, disorder or violence, or attack any ethnic, racial or religious group
3. Promote, favor or oppose the candidacy of any person for election or any ballot issue submitted at an election
4. Advance any religious or political organization or point of view
5. Detract from the educational and extracurricular goals of the district
6. Use any district or school logo without prior approval
7. Exploit students and/or district staff members (e.g., no advertising in non-athletic classrooms, curricular or supplementary materials; no students or staff members subjected to sales pitches or used as sales agents)
8. Prohibit students or staff members from the use or incidental display of the products of competitors on school property
9. Require minimum sales quotas

Revenue Distribution

Subject to periodic review by the Board of Education, revenue from commercial activities will remain with the individual facility, in keeping with the concept of site-based management. Revenues not generated by an individual facility will supplement the general fund. Such

revenues will not be used for ongoing support of academic programs and services offered by the district.

Commercial Activities Review Board

A Commercial Activities Review Board will be established to align the implementation of this policy with community values. The Review Board will provide recommendations to the superintendent and the Board concerning the selection and retention of business enterprises offering resources or sponsorship programs. The Review Board will annually review the effectiveness of and make recommendations concerning commercial activities in the district.

The Review Board will be composed of the following members:

1. One elementary school parent, one middle school parent and one high school parent
2. One elementary school administrator, one middle school administrator, and one high school administrator
3. One elementary school student, one middle school student and one high school student.
4. The Director of Purchasing
5. One member from the District Advisory Accountability Committee
6. Administrative representatives as selected by the superintendent

Adopted February 3, 1999

Cross ref: KHC, Distribution and Posting of Promotional Literature