

TOLLAND PUBLIC SCHOOLS
Tolland, Connecticut

BOARD POLICY

REGARDING: Advertising Signage

Number: 3080
Business

Approved: 6/12/13

No advertising signage will be permitted in or on Tolland Public School buildings and grounds with the following exception:

The purpose of this policy is to provide guidelines for advertising or promoting of products or services to students, staff, parents and/or residents at the Tolland High School artificial turf athletic field. Advertising signage shall be placed no earlier than March 1 and will be removed no later than November 30 of each year.

All advertising must be consistent with State, District, and school academic standards and goals. Further, all advertising activity must be consistent with district policies prohibiting any form of intolerance including, but not limited to discrimination on the basis of race, color, natural origin, gender, sexual orientation, disability, or age and must be age-appropriate for the students involved in viewing such advertisements.

Since school districts are public institutions, fully supported by public taxes, the board has a clear responsibility to protect students and their families from exploitation by private interests including, but not limited to, commercial, cultural, economic, environmental, organizational and political exploitation. It is the purpose of this policy to set forth regulations that will insure that all advertising that takes place at the Tolland High School artificial turf athletic field is done so in a thoughtful, considerate and tasteful manner. Advertising shall be limited to the Tolland High School artificial turf athletic field and is subject to the approval of the Superintendent of Schools. All approvals shall be done in conformance with the Town of Tolland's All Weather Field Advertising Sign Policy.

For the purpose of this policy, advertising is defined as allowing access to students, staff, parents and/or residents in exchange for money, services, materials, or other intangibles.