

ABINGTON SCHOOL DISTRICT
ABINGTON, PENNSYLVANIA

SUPERINTENDENT'S
ADMINISTRATIVE PROCEDURE

REGARDING: **Commercial Endorsement
Prohibition of
Unauthorized Commercial
Endorsement and
Advertising**

Section: **Community Relations**

Effective Date: January 14, 1969

Reissued: 3/10/87, 5/10/94,
8/26/08, 1/24/17
8/28/20, 9/9/21

See Also: Related Board Policy

There will be no unauthorized endorsement or advertising to members of the student body of any commercial tour, product, business, service, or enterprise.

- No unauthorized commercial organization will be permitted to use school mail, websites/social media, facilities, or school time to advertise to the student body the availability of its tour, product, business, service, or enterprise.
- No unauthorized commercial organization or enterprise will be permitted to use the name or logo of, or claim sponsorship by, the Abington School District.
- Staff members and all other school officials may not use their privileged positions or relationships with members of the student body to endorse, advertise, or in any other way promote any unauthorized tour, product, business, service, or enterprise.

There may be limited authorized endorsement by the Superintendent's Office of a commercial tour, product, business, service, or enterprise under the following conditions:

- The endorsement enhances the assets of the District, as an entity, or facilitates the accomplishment of its mission.
- The endorsement provides a product/service or establishes a relationship congruent with the curriculum.
- The benefits derived extend to more than an individual or a single class.
- The commercial endorsement is supported by the All Principals' Council.