

# REVENUE ENHANCEMENT **AND ADVERTISING** CONTRACTS

Code **KHB** Issued **12/10** **PROPOSED**

~~Purpose: To establish the basic structure for~~ The Board of Trustees acknowledges the need to **identify** identifying and **pursue** pursuing opportunities to enhance the generation of revenue for Rock Hill School District Three co-curricular and extra-curricular programs. Advertising **and corporate sponsorship** provides a source for corporate and local businesses to promote goodwill, support district programs, and market a product or service.

## **Advertising and Sponsoring Definition**

Advertisements are defined as visual signs and other notices intended to call the attention to products or services that are erected and temporarily affixed to district property. **Advertisements may also be in the form of announcements in printed materials or electronic formats.**

Sponsors are any person or organization that pays for or carries out a project or activity in return for advertising.

**Such advertising activities will seek to model and promote positive values for the students of the district, including messages that encourages student's achievement and the establishment of high standards of personal conduct.**

## **Advertising at District Facilities**

As required, advertising contracts shall comply with the procurement **thresholds for purchasing process**. In awarding the contracts, the Superintendent or his/her designee shall consider not only the amount of revenue generated by the contract, including sales incentives such as, **but not limited to**, athletic department support and other extra-curricular **or educational** program enhancements; but also student interest and employee, parents, and local community support. Advertisements shall not be permanently affixed to building structures and must meet uniform district standards established by the Superintendent. **Advertisements viewable outdoors must also comply with city or county ordinances.**

**Naming of district facilities or special areas within a new or existing facility or campus in which the district would receive revenue shall comply with board policy FF, Naming Facilities, and shall comply with the procurement thresholds for purchasing.**

## **Guidelines**

**The Superintendent or his/her designee must approve all revenue generating contracts and will retain the authority and right to final approval of any and all agreements established with corporate and local business entities.**

Advertisement and promotional material cannot undermine or detract from the district's education mission. Advertisements may be placed in athletic facilities, performing arts facilities, and extracurricular program areas. Placement of advertisements should be limited to areas open to the general public, **such as gymnasiums, cafeterias, on athletic fields, district website, within school-sponsored television and radio broadcasts, or within school/district level publications.** Advertisements may also be placed on the exterior of district-owned vehicles, as allowed by state statute or regulation.

Corporate involvement in the district's affairs must support and enhance the educational goals of the district.

The Superintendent will retain the authority at all times to review and evaluate any material, agreement, program or relationship with a corporate entity to ensure that they are consistent with the district's educational goals.

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### **Advertising of Food and/or Beverages**

Any advertising of food and/or beverages must comply with USDA Food and Nutrition Services regulations. Advertising of non-compliant food and/or beverage items are prohibited. Brand name marketing of corporations that only produce and/or sell non-compliant food is prohibited.

### **Student Marketing Survey and Protection of Student Privacy**

Student shall not be required under any circumstances to fill out surveys to provide marketing information about their interests and preferences for particular vendors, businesses, or products. Personal information includes the students' names, addresses, and telephone numbers and may not be released by the district for purpose of advertising brand name product to students. Similarly, participation in any venture that provides a vendor with the information necessary to generate a list is prohibited. The district shall not enter into any contract for electronic media services, where the providers of the services in question will collect personal information from the students.

Adopted 1/22/07, Revised 12/13/10

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