File: KHB

Advertising in the School District and Revenue Enhancements

The Board recognizes that revenues raised through certain commercial ventures can forward the district's mission, including commercial ventures involving advertising and corporate sponsorships. The purpose of any such venture is to raise revenue for the district in a manner consistent with the district's mission. Thus, the district reserves the right to enter into the commercial ventures of its choosing and to negotiate the terms of such ventures including the content of any advertising appearing on district facilities, in district publications, or otherwise associated with the district. While the district is not obligated to enter into any particular commercial venture, the district shall not enter into any venture where the district determines that the product advertised, or the content of the advertising for the product is unsuitable for a K-12 audience, or that the product or advertising is in any way inconsistent with the district's mission and obligations.

All requests by commercial ventures for advertising in the schools shall be subject to review and approval by the Board. The Board delegates to the superintendent or designee the authority to determine how the revenues generated from district advertising will be distributed within the district.

The revenues received through this program will:

1. enhance student achievement;

2. assist in the maintenance of existing district athletics and activity programs;

3. provide scholarships for students participating in athletic and activity programs who demonstrate financial need; and/or

4. assist the district in continuing to provide quality services.

Appropriate opportunities for these marketing activities include, but are not limited to:

1. fixed signage;

2. banners;

3. district publications;

4. athletic facilities;

5. district projects;

6. district and regional level activities at state tournaments (CHSAA approval needed);

7. expanded usage of facilities beyond traditional use (i.e. concerts, rallies, marching band competitions, etc.);

8. exterior of district buses and service vehicles;

9. athletic team uniforms/warmups and other student activities where uniforms are worn and are allowed under state and national rules;

10. individual school publications; and

11. television and radio rights where such rights can be sold, and are not in conflict with the rules of any other governing organization.

All other Board policies (i.e. building usage) will be in full force. All discrepancies between this policy and others shall be brought to the attention of the superintendent or designee. The superintendent or designee will make these discrepancies known to the Board with a recommendation as to the solution.

Adopted: January 2001

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The district encourages cooperative, positive partnerships with the business community. However, all sponsorship/advertising contracts will allow the district to terminate the contract if it is determined that it will have an adverse impact on implementation of the curriculum or the educational experience of students.

The district strongly encourages the education of its students in the area of "media literacy" whenever possible, such that its student population will be more cognizant of the vendor information or materials being presented.

District Guidelines:

The district recommends that all sponsorship/advertising signage be public service oriented whenever possible. No commercial messages will be endorsed within the schools.

Fixed indoor signage, including banners, will be no more than 3 feet by 6 feet in size in middle schools and high schools and no more than 2 feet by 3 feet in size in elementary schools.

Outdoor signage shall not exceed the dimensions of the area where the sign will be placed, and will be limited to the fence perimeter of the fields, scoreboards and concession areas. Outdoor signage may allow for the name of the sponsor. Any message should endorse the district's mission whenever possible, or show support for the school, group, or team.

Advertising will not be allowed in classrooms. For the purposes of this regulation, elementary gymnasiums will be considered classrooms.

No advertising will be allowed in the interior of district school buses. Exterior advertising will be permitted on a limited basis, restricted to the side, rear quarter panels of the athletic or over-the-road (OTR) buses only. The message should endorse the district's mission whenever possible or shows support for the school, group, or team.

District uniforms may allow for the sponsor's logo or name.

District and individual school publications may contain advertising indicating the sponsor's name/logo, and/or a public service message consistent with the district's mission or that shows support for the school, group, or team.
Public address announcements should endorse the district's mission whenever possible, or show support for the school, group, or team.

Exceptions to this procedure shall be subject to the review and prior approval of the superintendent or designee.

Adopted: January 2001