

ADVERTISING ON SCHOOL PROPERTY

The Board of Education desires to expand revenue sources for the financial needs of the school district and authorizes advertising on school property consistent with applicable state and local laws, codes, and ordinances. “School property” for the purposes of this Policy includes, but is not limited to: school district owned real estate; school district owned or leased buildings; school district owned or leased vehicles, excluding school buses; school district electronic communication medium including the school district’s website, school district electronic communications, school district television, and media productions; school district sponsored content on mass media outlets; and any other method of electronic or print communications published or used by the school district. The Board of Education may enter into a contract for the sale of signage on school district property which may also include, but is not limited to, areas in and around athletic fields and grounds, on fences, on school vehicles, and in and on school buildings; advertising space in school district publications and print media; advertising space on the school district’s website; and advertisements to be included in school district productions and programs that are aired on media outlets such as television stations, online, radio, etc.

Advertisements shall be limited to the name of the company or organization, contact information for the company or organization, and the logo of the company or organization. Advertisements will not include statements or tag lines. The Board will not approve specifications or award an advertisement on school property contract if the advertisement:

1. Is false, misleading, deceptive, fraudulent, or libelous;
2. Contains material or language that is obscene, profane, or vulgar,
3. Promotes unlawful or illegal goods, services, or activities;
4. Declares or implies an endorsement by the Board of Education, school district or an employee or student of the district.

An advertiser will be considered an independent contractor and shall not be deemed to be an agent, servant, employee, or representative of the Board of Education. If payment is not received in a timely manner, the advertisement shall be removed.