

Advertising and Sponsorships

Restrictions

All District-wide advertising and corporate sponsorship programs shall conform to contemporary standards of good taste in the District community. Preferred advertising includes messages that encourage student achievement and the establishment of high standards of personal conduct. To that end, such programs may not:

1. Promote the use of controlled substances, alcohol, tobacco, firearms, or other products or services that constitute violations of law or of District policies.
2. Promote hostility, disorder or violence, or attack any ethnic, racial, gender or religious group.
3. Promote, favor or oppose the candidacy of any person for election or any ballot issue.
4. Promote any religious or political point of view.
5. Be obscene or pornographic as defined by prevailing community standards throughout the District.
6. Use any District or school logo, mascots or name without prior approval from the Communications office.
7. Prohibit students or staff members from the use or incidental display of the products of competitors on school property.
8. Require minimum sales quotas.

Principals are authorized to permit advertising at or related to their schools in accordance with the terms and conditions of this policy unless otherwise determined by the Superintendent. The appropriateness of revenue and/or in-kind benefits to be received through such advertising and the terms of written agreements for such advertising are subject to approval by the Chief Financial Officer.

The Communications Director is authorized to permit District-wide advertising in accordance with the terms and conditions of this policy unless otherwise determined by the Board of Education or the Superintendent. The appropriateness of revenue and/or in-kind benefits to be received through such advertising, and the terms of written agreements for such advertising, are subject to approval by the Chief Financial Officer.

District-related advertising agreements shall be in writing. The term of all District-related advertising agreements either shall not exceed one year, or shall be subject to cancellation without penalty in the District's sole discretion at least annually, unless otherwise approved in writing by the Board of Education or the Superintendent. When there is insufficient space or time available to simultaneously accommodate all appropriate advertising requests in a particular District venue or media, the administrator authorized to permit such advertising

agreements shall develop written guidelines to provide an equitable schedule for the different advertisers to access such venue/media.

Permissible District venues and media for advertising

The following District venues and media may be used for advertising under the terms and conditions specified in this policy:

- Concessions at District or school ceremonies, performances, athletic events and other activities may display advertising that reasonably indicates items available for sale.
- Vending machines may display advertising that reasonably indicates the items available for sale.
- School-based food service and school supply vendors may display advertising that reasonably indicates the items available for sale.
- District and school publications may contain advertising as determined by the administrator responsible for the publication, subject to approval by the Communications Director (for District publications) or the school principal (for school publications).
- Printed programs that contain advertising may be distributed with or without charge in connection with District or school ceremonies, performances, athletic events and other activities.
- Printed advertising flier packets may be sent home with elementary school students twice each school year in accordance with guidelines developed by the Communications Director.
- District-approved fundraisers may be publicized on District, school and program websites and web pages. Any other web-based advertising is only authorized on web pages specifically designated for that purpose by the Communications Director.
- Advertising notices, signs and posters no larger than 2 feet x 3 feet may be posted, and advertising notices, pamphlets and fliers may be made available on stands or table displays, in school cafeterias, lobbies, indoor common areas and hallways, in accordance with written guidelines developed by the principal at each school.
- Advertising on school buses limited to exterior advertising only, restricted to the side, rear quarter panels of buses and subject to CDE guidelines. School bus advertising will be authorized and monitored by the Transportation Director.

Adopted April 13, 2011

St. Vrain Valley School District RE-1J, Longmont, Colorado