

## Advertising and Sponsorships

The Board of Education recognizes that District-wide marketing activities, including advertising and corporate sponsorship arrangements, are a viable means to help support District operations, programs and schools. Such “District-related advertising” is authorized in accordance with the terms and conditions specified in this policy. The Superintendent shall have final authority regarding the interpretation of this policy, as well as the propriety of all actions covered by this policy taken by District employees.

Among venues and media that may be considered by the District, in its sole discretion, for advertising and corporate sponsorship programs are fixed signage, middle and high school athletic facilities, District and/or school publications, banners, athletic team uniforms and warm-ups, food and beverage services, District buses, and District or school-level radio and television broadcasts, email and internet websites and social media. The District reserves the right to decline advertising or sponsorships for any particular school, school site, vehicle, or team, and to limit or terminate the length of any agreement for such sponsorship/advertising.

As used in this policy, “advertising” means any printed material, picture, banner, sign, notice, announcement, audio communication or video communication that promotes, or otherwise attracts attention or patronage to, a non-District business, product, activity or cause that directly or indirectly results in revenue or an in-kind benefit to the District or one of its schools. Such advertising includes but is not limited to sponsorships, fundraisers and exclusive-provider contracts.

The District or its agents shall not authorize advertising from any agency within or outside the District that directly or indirectly competes for St. Vrain Valley students or programs, either internally or externally. This includes but is not limited to public, private and/or charter schools operating within or outside District boundaries. Furthermore, all advertising must reflect positively on the District, its educational programs, and its mission.

The designated areas for signage, banners, advertising, etc., are not deemed to be a public forum for any commercial or private speech. The District also reserves the right to add a disclaimer of non-District endorsement to any such advertising, sponsorship, banners, or signage to clarify that the District is not associated with or endorsing or promoting the product, service, or activity.

The District reserves the right to control the time, place, and manner of such advertising, and to prohibit any such advertising if it consists of any of the following:

1. So-called "hate" materials that scurrilously attack ethnic, religious or any racial groups, invades the rights of others, or advocates interference with the rights of any individual or with the normal operation of a school;
2. Material which in any way promotes, favors or opposes the candidacy of any candidate for election, or promotes/opposes any public question submitted at any general, municipal or school election; materials that promotes hostility, disorder or violence;
3. Material that the District Superintendent deems to be obscene or pornographic or not age-appropriate for students and public display at a school or school activity, as such terms are defined by prevailing community standards throughout the District, or which would materially disrupt educational or related activities.

Adopted April 13, 2011

LEGAL REF.: C.R.S. 22-32-110(1)(r)

CROSS REF.: JICEA, School-Related Student Publications  
JICEC, Student Petitions and Distribution of Noncurricular  
Materials  
KHC, Distribution/Posting of Promotional Materials

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