

ADVERTISING PROGRAM

Except at otherwise provided herein, it is the policy of the School Board that students, staff members, and Corporation facilities not be used for advertising or promoting the interests of any non-school agency or organization, public or private, without the approval of the Board; and any such approval, granted for whatever cause, organization or product, shall not be construed as a endorsement of said cause, organization or product by this Board.

For purposes of this Advertising Program, “Advertising” refers to exchange of cash or merchandise made to the School Corporation (or to a student organization or student support organization), for which the Advertiser receives print or verbal promotion of the Advertiser’s business or product. All other donations or payments to the School Corporation (or to a student organization or student support organization) will be classified as Gifts (governed under Policy #7230) or Sponsorship (governed under Policy #9701).

Educational Promotional Materials

Any request from civic institutions, commercial organizations, charitable organizations, or special interest groups which involve such activities as patriotic functions, contests, exhibits, sales of products to and by students, sending promotional materials home with students, graduation prizes, fund raising, and free teaching materials must be carefully reviewed to ensure that such activities promote student education and interests without advancing the special interest of any particular commercial group. Such materials may be provided to students and parents upon approval by the building principal. Any such educational promotional materials must be approved by the building principal before distribution to students or parents.

Print Advertising:

Advertisers are permitted to purchase ads promoting their business, products and services in extra-curricular activity programs and in the High School Argosy (yearbook). All ads will comply with School Corporation Policy regarding content and appropriateness. No advertising is permitted on curricular materials, school newsletters, or other printed materials provided to students and parents as part of the instructional process.

Donated Logo Products:

Advertisers are permitted to put their name, logo and other identifying feature on non-curricular products sold at discounted rate or donated to the Corporation for use in student extra curricular activities. All such products must be in good taste and conform to the policies of the Corporation and standards of the Community served by the Corporation. No names will appear on curricular products, but the Advertiser may receive recognition via non-curricular means for donations to curricular project as provided under the Sponsorship Policy #9701. All logo products require building principal approval.

Corporate Advertising Program:

The School Board may maintain a Corporate Advertising Program designed to provide a mutually beneficial relationship between the Corporation and the business community. It is the goal of this program to achieve additional revenues to support Corporation programs in a manner that will limit the commercial exposure associated with this Program to locations of major athletic venues such as stadiums, baseball fields, gymnasiums and to extra-curricular events.

Advertisers will receive certain rights and opportunities that may include the right to be an exclusive provider of services or products for the period of time addressed by an Advertising Contract; however, all Advertising Contracts will allow the Corporation to terminate the Contract immediately if it is determined that it will have an adverse impact on implementation of curriculum or the educational experience of students.

Signage opportunities will be available only pursuant to negotiated Contract with the Corporation, signed by a duly authorized School Board member. "Signage" includes banners, placards, building "naming rights," and game field signs which promote a product or business.

Public Address Announcements

An Advertiser may be allowed to purchase or otherwise donate product and receive public address acknowledgment at Corporation sporting or other extra-curricular events not to exceed two announcements per event for each event for which advertising consideration is purchased. Proceeds from Public Address Announcements will benefit the extra curricular activity where the Announcements are made, or in the case of any sporting event, the proceeds will benefit the Athletic Program.

Public Address Announcements immediately before, during, or immediately after the school day are at the discretion of the building principal, and, if approved, can only promote student activities sponsored by nonprofit organizations or commercial educational or athletic organizations.

Cross Reference:

Policy # 5830	Student and Student Organization Fund Raising
Policy # 9701	Sponsorship
Policy # 7230	Gifts, Grants and Bequests