

1 **Sunburst School District**

2  
3 **FINANCIAL MANAGEMENT**

7332

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5 Advertising in Schools/Revenue Enhancement

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7 Revenue enhancement through a variety of District-wide and District-approved marketing  
8 activities, including but not limited to advertising, corporate sponsorship, signage in or on  
9 District facilities, is a Board-approved venture. The Board may approve such opportunities  
10 subject to certain restrictions in keeping with the community standards of good taste.

11 Advertising will model and promote positive values for District students through proactive  
12 educational messages and not be simply traditional advertising of a product. Preferred  
13 advertising includes messages encouraging student achievement and establishment of high  
14 standards of personal conduct.

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16 All sponsorship contracts will allow the District to terminate the contract on at least an annual  
17 basis, if it is determined that it will have an adverse impact on implementation of curriculum or  
18 the educational experience of students.

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20 The revenue derived should:

- 21  
22 1. Enhance student achievement;  
23 2. Assist in maintenance of existing District athletic and activity programs; and  
24 3. Provide scholarships for students participating in athletic, academic, and activity  
25 programs, who demonstrate financial need and merit.

26  
27 Appropriate opportunities for marketing activities include but are not limited to:

- 28  
29 1. Fixed signage.  
30 2. Banners.  
31 3. District-level publications.  
32 4. Television and radio broadcasts.  
33 5. Athletic facilities, including stadiums, high school baseball fields, and high school  
34 gymnasiums.  
35 6. District-level projects.  
36 7. Expanded usage of facilities beyond traditional uses (i.e., concerts, rallies, etc.).  
37 8. The interior and exterior of a limited number of District buses, if the advertising is  
38 associated with student art selected by the District. The only advertising information  
39 allowed will note sponsorship of the student art by the participant. Maintenance for these  
40 buses will include but not exceed normal maintenance costs.  
41 9. Individual school publications (when not in conflict with current contracts).

42  
43 Advertising will not be allowed in classrooms, other than corporate-sponsored curriculum  
44 materials approved subject to Board policy.

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46 The following restrictions will be in place when seeking revenue enhancement. Revenue

enhancement activities will not:

1. Promote hostility, disorder, or violence;
2. Attack ethnic, racial, or religious groups;
3. Discriminate, demean, harass, or ridicule any person or group of persons on the basis of gender;
4. Be libelous;
5. Inhibit the functioning of the school and/or District;
6. Promote, favor, or oppose the candidacy of any candidate for election, adoption of any bond/budget issues, or any public question submitted at any general, county, municipal, or school election;
7. Be obscene or pornographic, as defined by prevailing community standards throughout the District;
8. Promote the use of drugs, alcohol, tobacco, firearms, nicotine, nicotine innovations, or certain products that create community concerns;
9. Promote any religious or political organization;
10. Use any District or school logo without prior approval.

Cross Reference:     2120   Curriculum Development and Assessment  
                             2309   Library Materials  
                             2311   Instructional Materials

Policy History:

Adopted on:   September 15, 2010

Reviewed on: 12/18/17

Revised on: