

**Barneveld School District**  
**ADVERTISING AND COMMERCIAL ACTIVITIES**

This policy provides guidance for the appropriate and inappropriate use of advertising or promotion of commercial products or services to the students and parents in the school.

"Advertising" comes in many different categories and forums and is defined as an oral, written, or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public's attention to promote a desire to buy, use or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos, or tags for product or service identification purposes are not considered advertising.

**General Advertising Guidelines**

The following guidelines shall be followed with respect to any form of advertising on school grounds:

- A. When working together, schools and businesses must protect educational values. All commercial or corporate involvement should be consistent with the District's educational standards and goals.
- B. Any advertising that might become a permanent or semi-permanent part of a school requires prior approval of the Board.
- C. The Board reserves the right to consider requests for advertising in the schools on a case-by-case basis.
- D. No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, X- or R- rated movies, or gambling aids.
- E. No advertisement shall be permitted that conveys the impression of the School District's endorsement of any religious message, political candidate, or ballot initiative.
- F. No advertisement may contain libelous material.
- G. No advertisement will be approved which would tend to create a substantial disruption in the school environment or inhibit the functioning of any school.
- H. Each advertisement must be reviewed in advance for age appropriateness.

- I. Advertisements may be rejected by the School District if determined to be inconsistent with the educational objectives of the School District, inappropriate, or inconsistent with the guidelines set forth in this policy.
- J. All corporate support or activity must be must be age-appropriate and consistent with the Board's policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, disability, or age.
- K. Students shall not be required to advertise a product, service, company, or industry.
- L. The Superintendent may require that samples of advertising be made available for inspection.
- M. The inclusion of advertisements in School District publications, in School District facilities, or on School District property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.
- N. Final discretion regarding whether to advertise and the content and value of the materials will be with the Board.

## **PROCESS**

1. Applicant shall choose a package he/she feels meets his/her need, or he/she may make a proposal for a sponsorship that better suits his/her desires. The funds associated with the package may be designated by the applicant as "Reserved" or "Unreserved" as follows:
  - a. Reserved – Applicant desires that the funds from the sponsorship be used only for the program or facility associated with the sponsorship (i.e. Athletics, Arts, Academics, Funds from a sponsorship on a softball scoreboard would be used to benefit the softball facility and scoreboard maintenance).
  - b. Unreserved – Applicant has no desire to designate how the funds from the sponsorship be used. These funds would then be distributed for projects or programs throughout the district via an application process from the site or program that desires to use the funds (i.e. "School X" would like new playground equipment, so they would submit an application to use some of the unreserved funds for that purpose).
2. The applicant shall complete the application form and submit it to the District Administrator. A copy of the advertisement, logo, or sample marketing materials must be submitted along with the application by either June 1 or December 1 to be considered.
3. The sponsor shall meet with the District Administrator and other pertinent District staff prior to the Sponsorship Advisory Committee meeting to gain a better understanding of the sponsor's proposal and intentions prior to presentation to the Committee.

4. The Sponsorship Advisory Committee will meet twice per year in June and December to approve or deny the application and attached materials. Additional Advisory Committee meetings can be called for as needed by the Director of Business Services. Agreements totaling more than \$20,000 will be forwarded to the Board of Education for approval upon the recommendation of the Advisory Committee. Should the Advisory Committee be unable to render a decision, or if unique considerations exist, the District Administrator shall be consulted for his/her opinion as to how the application shall be handled. Should multiple applicants select the same sponsorship, the Committee may consider the applications on a first come, first served basis if all other factors are equal.
5. Once the application has been reviewed and accepted, the applicant will be contacted to execute the agreement, to pay all deposits or fees due, and to provide any other materials or information that may be needed by the District to implement the sponsorship.
6. Once the agreement has been executed and all fees have been received, the District will begin the process of implementing the agreed upon sponsorship.

**ADVISORY COMMITTEE MEMBERSHIP**

The following is a list of the members of the Sponsorship Advisory Committee based on the various types of applications received. (Please note that those designated with a \* are permanent positions on the committee)

<b>MEMBER</b>	<b>ACADEMIC</b>	<b>ATHLETICS</b>	<b>THE ARTS</b>	<b>OTHER</b>
District Administrator	✓	✓	✓	✓
Board of Education Members (2)*	✓	✓	✓	✓
Bookkeeper (1)	✓	✓	✓	✓
District Staff Member (At Large)*	✓	✓	✓	✓
Building Administrator (of applicable building)	✓	✓	✓	✓
Athletic Director		✓		
Others (as applicable – may include advisors, staff members, booster club members, etc.)	✓	✓	✓	✓

**Legal Ref:**        **Wisconsin Statute Section 118.12**

**Approved:**        **June 13, 2018**

**Revised:**         **April 10, 2019**