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## **Corporate Advertising and Sponsorship Policies & Procedures USD 378 Riley County**

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### **Principles**

Relationships between schools and businesses based on sound principles can contribute to high quality education. However, compulsory attendance confers on educators an obligation to protect the welfare of their students and the integrity of the learning environment. Therefore, when working together, schools and businesses best ensure that educational values are not distorted in the process. Positive school-business relationships should be ethical and structured in accordance with the following principles:

1. Corporate involvement shall not require students to observe, listen to, or read commercial advertising.
2. Selling or providing access to a captive audience in the classroom for commercial purposes is exploitation and a violation of the public trust.
3. Since school property and time are publicly funded, selling or providing access to advertising on school property outside the classroom involves ethical and legal issues.
4. Corporate involvement must support the goals and objectives of the schools. Curriculum and instruction are within the purview of educators.
5. Programs of corporate involvement must be structured to meet an identified educational need, not a commercial motive, and must be evaluated for educational effectiveness by the school/district on an ongoing basis.
6. Schools and educators shall hold sponsored and donated materials to the same standard used for the selection and purchase of curriculum materials.
7. Corporate involvement programs shall not limit the discretion of the schools and teachers in the use of sponsored materials.
8. Sponsor recognition and corporate logos shall be for identification rather than commercial purposes.
9. All corporate sponsorship and advertising relationships shall be confirmed by a written contract.

## **Definitions**

### Advertising:

Advertising is the oral, written or graphic statement made by the seller in any manner in connection with the solicitation of business which calls for the public's attention to it by emphasizing the desirable qualities so as to arouse a desire to buy or patronize in exchange for financial payment.

Advertising or sponsorship is not the sale of goods and services to the district, the schools or the parent advisory councils, for market value, which have brand names, trademarks, logos or tags for product or service identification on purposes. These shall be governed by the purchasing or procurement policies of the district, the school or the parent advisory councils.

### Sponsorship:

Sponsorship is an agreement between USD 378 and an individual group, company or community-based organization in which the sponsor provides financial or resource support in exchange for the recognition.

### **Within the context of these principles:**

1. The only forms of advertising permitted in USD 378 shall be on vending machines, score clocks, corporate logos on uniforms, and as part of sponsorship recognition.
2. The following forms of sponsor recognition shall be permitted:
  - 2.1 public notices including newspapers, radio, television or any other form of public media;
  - 2.2 school newsletters directed or intended for parents or the community at large;
  - 2.3 plaques, pictures or other notices at the district office;
  - 2.4 plaques, pictures or other notices at the donor's place of business;
  - 2.5 a letter to the sponsor from the principal, the district, the Board;
  - 2.6 The temporary placement of a sign indicating the sponsor's name and/or logo, which are put in place for the duration of the sponsored program, event, tournament, production or activity. The location, prominence and design of the sponsor's banner shall be

tasteful and respectful of the cultural values of the community and the school;

2.7 Event or activity programs.

3. Sponsorships:

3.1 May be assigned to an individual school at the sponsor's request;

3.2 Which are not directed to a specific school shall be distributed to the schools throughout the district in as an equitable manner as possible, having due regard to the needs of the various schools, the student population of the school, and the amount of sponsorship the school receives through school-directed sponsorship.

4. All cash or other donations provided by sponsors shall be tracked at the school level through standard accounting procedures.

5. All non-cash donations provided by sponsors may have brand names, trademarks, logos or tags for product service or identity purposes only.

6. The administration of advertising and sponsorship, including the issue of exclusivity, shall be determined by the superintendant and principal of the school, in consultation with the board of education and the sponsor.

7. Advertising and sponsorship shall not permit direct financial gain to district employees, students, parents or board of education members.

8. All sponsored educational materials shall be directed to the district which shall review them and ensure that they meet the following standards prior to distribution to the school:

8.1 Accuracy

Statements are consistent with established fact or with prevailing expert opinion.

8.2 Objectivity

Points of view are fairly represented. If the subject is controversial, arguments are balanced. Any sponsor bias is clearly stated and references to differing views are made.

8.3 Completeness

The materials contain all relevant information and do not deceive or mislead by omission.

8.4 Language

Materials are both interesting and understandable.

8.5 Non-discrimination

The text and illustrations are free of any content that could be considered derogatory toward a particular group, for example an ethnic group, race, gender or religion.

8.6 Non-commercial

The name and logo of the sponsor is used to identify the source of the materials and, if applicable, to provide contact for further information.

9. The Board of Education, superintendent or the principal of any particular school, shall have the authority to decline any form of advertising or sponsorship, cash or kind should it be found to offend the values of the district.
10. The Board of Education shall allow vending machines in all schools in this district and corporate logos on uniforms and score clocks only in schools where the principal is in agreement.
11. The superintendent and principal of the school shall determine the:
  - Products sold in the vending machine, provided that all food and drink products in vending machines accessible by elementary students in elementary schools be caffeine and sugar free;
  - Design of the vending machine;
  - Placement and size of the corporate logo on the uniform, while maintaining the dominance of the school name;
  - Size and placement of corporate logos on score clocks;
  - Nature of the contracts pertaining to vending machines, corporate logos on uniforms, and corporate logos on score clocks.