

WILMINGTON AREA SCHOOL DISTRICT

SECTION: PROPERTY

TITLE: ATHLETIC FACILITIES
ADVERTISING

ADOPTED: January 12, 2015

REVISED:

707.1. ATHLETIC FACILITIES ADVERTISING	
1. Purpose	The Board recognizes that the sale of advertising at its athletic facilities may serve as an important source of revenue enhancement beneficial to the District.
2. Definition	For the purpose of this policy, the term athletic facilities shall mean the interior and exterior of the District athletic stadium, any outdoor athletic fields, including backstops, dugouts and bleachers located on District property, gymnasiums within District buildings and any athletic scoreboards upon or within such facilities.
3. Authority	<p>The Board authorizes advertising and the establishment of parameters which govern advertisements on the athletic facilities of the District.</p> <p>Rules and regulations resulting from negotiations with prospective advertisers concerning proposals for fees for advertising and the size, location and content of advertisements shall require Board approval.</p> <p>All signs and/or content(s) and advertising fees shall be subject to prior Board approval.</p> <p>All advertisers shall be required to execute an agreement, in a form approved by the solicitor, in advance of the placement of any sign.</p>
4. Delegation of Responsibility	<p>The Superintendent or designee shall be responsible for developing and implementing Administrative Regulations governing athletic facilities advertising, which includes the following:</p> <ol style="list-style-type: none"> 1. Specification(s) for authorized athletic facilities signs, including the material, composition, colors, wording, size, appearance and duration of such signs. 2. The number and location of signs eligible to be posted at the District's athletic facilities, so as to minimize distractions for athletes and spectators who use the facility for athletic events, for aesthetics, or for any other reason at the District's discretion.
Pol. 707	

<p>5. Guidelines</p>	<p>3. Evaluation, approval and/or disapproval of all requirements involving requests for athletic field advertising.</p> <p>4. Negotiation with prospective advertisers concerning fee proposals for athletic facilities advertising and the size, location, duration, and content of such advertisements.</p> <p>Signs and advertising opportunities in the District shall be subject to certain parameters, in keeping with contemporary standards of good taste, and shall seek to model and promote positive values for students, staff and the educational mission of the District. In keeping with such standards, advertising shall not be permitted which reflects the following:</p> <ol style="list-style-type: none">1. Promotes hostility, disorder and/or violence.2. Attacks groups based on discriminatory bias.3. Is libelous, defamatory, obscene, lewd, vulgar or profane.4. Invades the rights or privacy of others.5. Inhibits the functioning of the school.6. Overrides the school's identity.7. Supports, favors or opposes the candidacy of any candidate for election, or any public question submitted at any general, county, municipal or school election.8. Promotes the use of weapons, drugs, alcohol, tobacco and/or products that is unlawful.9. Materially and substantially interferes with, or may be disruptive to, the educational process or the requirements of the appropriate discipline in the school operation. <p><u>Sign Repairs</u></p> <p>Advertisers shall be responsible for all costs and expenses associated with the procurement of approved sign(s). In the event that a sign becomes damaged or requires repair, it shall be the sole and exclusive responsibility of the District to repair or remove it.</p>
----------------------	---

In the event the District becomes aware of a sign requiring repair or removal, the District shall remove the sign within seventy-two (72) hours of notification to the responsible advertiser.

The advertiser shall indemnify and hold the District harmless from any claims, including those for bodily injury and intellectual property right infringement, arising out of the erection, presence, maintenance and removal of the advertiser's sign on District property.

References:

School Code – 24 P.S. Sec. 510, 511

Board Policy – 000, 707