

REVENUE CONTRIBUTIONS AND SOLICITATIONS

Solicitation of funds through the school or on school premises, for any purpose, must have prior approval by the Superintendent.

Business sponsorships may be solicited for the acquisition, replacement, improvement or maintenance of certain facilities and equipment. Such business sponsorships will not authorize any particular form of advertisement within the school facilities other than as set forth herein. The School Board may authorize Superintendent to determine the placement of the business' name or logo or both (hereinafter "Business Name") on a particular item or at a particular location for which sponsorship is made, and if appropriate to establish different levels of monetary sponsorship which will result in different size and location of the business name.

The business name to be displayed shall not promote any public or private action, behavior, product or service which, if purchased, performed or used by a student, would constitute a violation of Board policy, state or federal law. Such prohibitions include, but are not limited to:

1. Promoting hostility, disorder, violence or attacks on any person or group of persons;
2. Promoting discrimination including, but not limited it, demeaning, harassing, or ridiculing any person or group of persons on the basis of color, race, national origin, religion, gender, disability, age, or other protected class;
3. Libelous or defamatory statements or information;
4. Promoting, favoring or opposing the candidacy of any person for any public office, or a position on any public political or social issue;
5. Promoting any religious or political organization;
6. Promoting the use of alcohol or tobacco;
7. Depicting, suggesting or promoting pornographic, obscene or sexually-suggestive images, material or activities that are inappropriate in the public school setting, as determined by prevailing community standards in this District; or
8. Any message that is inconsistent with the educational mission of the District.

Displays of business name pursuant to this policy shall not be done in classroom areas or in hallways adjoining classrooms. Generally, such displays shall be limited to facilities that are regularly viewed and utilized by the public, such as the gymnasium, ball field, other outdoor facilities, auditorium and the like.

Any display of business name pursuant to this policy shall not be construed as endorsement or approval of the business or any product or service by the District.

No public forum is created pursuant to this policy, and no person or business shall have an enforceable right to sponsor any particular item, project, or improvement that would result in a display of business name. If there is insufficient space to accommodate all sponsors who wish to participate in a particular project, the Superintendent is authorized to limit or restrict participation based upon the timeliness of the request to participate with respect to the timeliness of other sponsors' requests, and further based upon whether the sponsor's display would be in compliance with the intent and provisions of this policy. If the foregoing does not adequately address the shortage equally qualifying businesses may chosen by lot.

Revenue enhancement that involves the use of sponsorship resulting in the display or a business name shall be done pursuant to a written agreement between the sponsoring business and the School Board. The agreement will describe the nature and form of the business name, the time duration for which the display will be made, location of the display, and the amount of revenue the District will derive as well as terms of payment. All payments will be deposited into the District's general fund. The business may indicate its preference as to the principal purpose for which the sponsorship revenue will be used, but the final decision as to the use of the funds is within the sole discretion of the School Board.

