

1 **St. Regis 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, etc., is a Board-approved venture. The Board may approve such opportunities
10 subject to certain restrictions in keeping with the contemporary 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:

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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.

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

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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
39 information allowed will note sponsorship of the student art by the participant.
40 Maintenance for these buses will include but not exceed normal maintenance
41 costs.
42 9. Individual school publications (when not in conflict with current contracts).

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

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4 The following restrictions will be in place when seeking revenue enhancement. Revenue
5 enhancement activities will not:
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- 7 1. Promote hostility, disorder, or violence
- 8 2. Attack ethnic, racial, or religious groups
- 9 3. Discriminate, demean, harass, or ridicule any person or group of persons on the
10 basis of gender
- 11 4. Be libelous
- 12 5. Inhibit the functioning of the school and/or District
- 13 6. Promote, favor, or oppose the candidacy of any candidate for election, adoption of
14 any bond/budget issues, or any public question submitted at any general, county,
15 municipal, or school election
- 16 7. Be obscene or pornographic, as defined by prevailing community standards
17 throughout the District
- 18 8. Promote the use of drugs, alcohol, tobacco, firearms, or certain products that
19 create community concerns
- 20 9. Promote any religious or political organization
- 21 10. Use any District or school logo without prior approval
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25 Cross Reference: 2120 Curriculum Development and Assessment
26 2309 Library Materials
27 2311 Instructional Materials
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29 Policy History:

30 Adopted on: March 8, 2006

31 Revised on: