

## **CONTESTS, PROMOTIONS, ADVERTISING AND SPONSORSHIPS**

- A. Promotions, advertising, and contests must be consistent with district policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, disability, age, or sexual orientation, and must be age-appropriate for the students involved.
- B. Promotions, advertising, and contests may not:
1. Promote the use of illicit drugs, alcohol, tobacco, or firearms.
  2. Promote hostility, disorder or violence.
  3. Attack or demean any ethnic, racial, or religious group.
  4. Be libelous.
  5. Promote or oppose any political candidate or ballot proposition.
  6. Interfere with the functioning of any school.
  7. Violate any federal, state or local laws.
  8. Violate Board policy.
- C. Sponsorship or advertising (see fee structure table below) by outside entities must be approved by the superintendent or superintendent designee. Any club, association, program or organization must submit a written request and have written approval of the school principal or designee prior to participation in any advertising campaign or promotion. Written requests shall include the beginning and ending dates for the advertising activity; the fees to be charged to participants, the anticipated funds to be received and the proposed distribution of funds; and the purpose and benefit of the activity. Posters and athletic/music programs require building administrator review and approval. Posters and programs are exempt from the aforementioned requirements identified in this section.

School administration will determine whether a sponsor identification logo is for identification or advertising purposes using the following criteria:

1. The size and location of the logo;
2. The attention drawn to the logo compared with the intended use of the material; and
3. The age of the students who will view it.

The following criteria will be considered when granting or denying approval:

1. The objectives of the advertising or promotion are consistent with the district's goals and policies.
2. The proposed activity will have educational and/or recreational value to the participants.
3. The advertisement or promotion does not interfere with curricular or co-curricular activities.
4. The advertisement does not promote any sectarian group or message.
5. The advertisement reflects community values.
6. The advertisement or promotion does not violate other provisions of this policy.

### **Sponsorship and Logos**

All company or organization logos appearing on district property, including materials, supplies, or equipment purchased, rented, or leased by or donated to the district will be for product or sponsor identification only and not for the purpose of advertising to students. School based

organizations seeking sponsorships shall provide a written request to the school principal or designee that includes the type of sponsorship requested; a drawing of the proposed logo; the beginning and ending dates for the sponsorship activity; the fees to be charged to participants; the anticipated funds to be received and the proposed distribution of funds; and the purpose and benefit of the activity.

School administration will determine whether a sponsor identification logo is for identification or advertising purposes using the following criteria:

1. The size and location of the logo;
2. The attention drawn to the logo compared with the intended use of the material; and
3. The age of the students who will view it.

Sponsor identification and logos must meet the criteria set forth above. Corporate sponsor and donor recognition is permitted in the form of the corporate or individual name or logo for identification purposes on the product or materials provided, or in a written acknowledgment in an appropriate school publication.

#### Fee Structure

All fees include the cost of advertising materials, the labor to install materials and costs for eventual removal. Funds remaining after costs have been paid will be distributed according to category. There will be four categories of sponsorship: District, Building, Program and Classroom.

The table below gives examples of the different types of sponsorships and shows ranges for some of them to allow for different types and sizes of advertising materials. Customized fees and duration of sponsorships will be determined as needed.

<b>Sponsorship</b>	<b>Category</b>	<b>Fee</b>	<b>Apportionment</b>	<b>Duration</b>
Stadium naming	District	100,000.00	*50% district, 22.5% (as part of district support) for each high school's athletics & activities programs including transportation, 5% for post-season play fund	5 years
Stadium sponsorship	District	2,000.00	*	Fall, winter or spring sports season

Athletic Field naming	District	20,000.00	*	4 years
Commercial Announcements during games	Program	100.00	25% district, 75% program	Per game
Naming of Library, Commons	Building	3,000.00	50% district, 50% building	1 year
Naming of Gymnasium	Building	10,000.00	50% district, 50% building	1 year
Athletic Field Advertisements	Program	500 – 2000.00	25% district, 75% athletic programs	1 year
Gymnasium advertisements	Building	50.00 – 10,000.00	25% district, 75% building	Monthly to annually
Scoreboard Sign	District	20,000.00	*	2 years
Televisions – pool/other	Building	100.00	25% district, 75% building	Monthly
Books, equipment, musical instruments and other educational materials	Classroom	Items are donated	Donated materials become property of the district	NA

**Collection of fees**

Fees for sponsorships will be collected in their entirety prior to the commencement of sponsorship.

**Definitions**

Commercial Activities

Commercial activities include advertising and sponsorship with outside businesses.

Advertising

Advertising is 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 arouse a desire to buy, use, or patronize the product, equipment, or services. Promotional materials for activities or services provided or organized by community-based organizations are also considered advertising. Brand/organization names, trademarks, logos, or tags for product or service identification are not considered advertising.

Sponsorship

Sponsorship is an agreement between a school district, an individual school, or a site-based or parent-based group with an individual, group, company, or community-based organization in which the sponsor provides financial or resource support in exchange for recognition.

Sponsored Educational Materials

Sponsored education materials are education materials and programs developed and/or funded by commercial businesses, trade organizations, or non-profit organizations. These materials are intended for use or distribution at schools, and can be intended for use as either primary or supplemental curriculum.

Revised: NK052815  
Revised: NK081712  
Adopted: NK010609