

INDEPENDENT SCHOOL DISTRICT #877 POLICY

Buffalo-Hanover-Montrose

INDEX TITLE School District – Community Relations SERIES NO. 900

POLICY TITLE Advertising CODE NO. 905

I. PURPOSE

The purpose of this policy is to provide guidelines for the advertising or promoting of products or services to students and parents in the schools.

II. GENERAL STATEMENT OF POLICY

The Board of Education recognizes that outside sponsorships/partnerships with business and cultural organizations can be of great value in advancing student education.

The Board is also aware, however, that schools are public institutions supported by taxes and that is clearly a duty to protect students from exploitation by private interests.

The school district's policy is that the name, facilities, staff, students, or any part of the school district shall not be used for advertising or promoting the interests of a commercial or nonprofit agency or organization except as set forth below.

III. ADVERTISING GUIDELINES

- A. A Partnership/Advertising Committee is established. This committee will be made up of five members: the Superintendent, one Board of Education member, two District Administrators and one parent appointed at-large.

It is the responsibility of the Partnership/Advertising Committee to evaluate and approve or disapprove all requests from staff or outside interests to accept monetary and material gifts which include advertising. If it is decided to enter into an agreement which includes advertising, the advertising must be tastefully designed and must be approved in advance by the Partnership/Advertising Committee. The School District must receive a portion of the funds raised by the sale of advertising.

Each request will have individual consideration and the judgment of the Partnership/Advertising Committee will be the decisive factor.

- B. School publications, including publications such as programs and calendars, may accept and publish paid advertising provided they receive advance approval from the appropriate administrator. In no instance shall publications accept advertising or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic or illegal materials. Advertisements may be rejected by the school district if determined to be inconsistent with the educational objectives of the school district or inappropriate for inclusion in the publication. For example, advertisements may be rejected if determined to be false, misleading, or deceptive, or if they relate to an illegal activity or antisocial behavior. The faculty advisor is responsible for screening all such advertising for appropriateness, including compliance with the school district policy prohibiting sexual, racial, and religious harassment.
- C. The Partnership/Advertising Committee may approve advertising in school district facilities or on school district property. Any approval will state precisely where such advertising may be placed. The restrictions listed in Section A above will apply. Advertising will not be allowed outside the specific area approved by the Partnership/Advertising Committee. Specific advertising must be approved by the Partnership/Advertising Committee. In no instance will an advertising device be erected or maintained ~~on school district property or~~ within 100 feet of a school that is visible to and primarily intended to advertise and inform or to attract or which does attract the attention of operators and occupants of motor vehicles.
- D. Donations which include or carry advertisements must be approved by the Partnership/Advertising Committee.
- E. The school district or a school may acknowledge a donation it has received from an organization by displaying a “donated by,” “sponsored in part by,” or a similar by-line with the organization’s name and/or symbol on the item. Examples include activity programs or yearbooks.
- F. Nonprofit entities and organizations may be allowed to use the school district name, students, or facilities for purposes of advertising or promotion if the purpose is determined to be educationally related and prior approval is obtained from the Partnership/Advertising Committee. Advertising will be limited to the specific event or purpose approved by the Partnership/Advertising Committee.
- G. Contracts for computers or related equipment or services that require advertising to be disseminated to students will not be entered into or permitted unless done pursuant to and in accordance with state law.
- H. The inclusion of advertisements in school district publications, in school district facilities, or on school district property does not constitute approval and/or endorsement of any product, service, organization, or activity. Approved advertisements will not imply or declare such approval or endorsement.

IV. PARTNERSHIPS/SPONSORSHIPS

- A. The district will enter into corporate sponsorship agreements as indicated below. Approval for such agreements shall be made through the Partnership/Advertising Committee. Corporate partnership agreements that include major tournament sponsorship or that extend beyond the scope of this policy must be presented to the School Board for final approval.
- B. Among the ways in which the district corporate partner will be able to promote its relationship with the district are:
 - 1. signs and banners at tournament/contest sites;
 - 2. recognition through public address announcements and scoreboard messages;
 - 3. advertising space in tournament programs and on the back of tournament tickets;
 - 4. advertisement and/or logo identification in publications such as newsletter or journalism publications;
 - 5. logo identification on tournament merchandise and apparel;
 - 6. space to display and sell merchandise (souvenirs, t-shirts, caps, pins) at tournaments;
 - 7. on site product display at tournaments/contest sites;
 - 8. participation in recognition or educational programs;
 - 9. media interviews identifying the corporate partner as someone who is proud to be able to help support the district's corporate partnership program;
 - 10. product endorsements, such as basketballs or volleyballs and other similar kinds of items.

All of the above must be tastefully designed and must be approved in advance by the Partnership/Advertising Committee.

- C. The district will not permit:
 - 1. Logos of any corporate partner to be included on the uniforms of players.
 - 2. Co-sponsorship of any tournament/contest activity. Corporate partners may support the program but it would always be a program of the district.
 - 3. Format changes in tournaments/contests. The district would not allow a corporate partner to change the tournament format to benefit itself.
 - 4. Recognition of the outstanding person or the outstanding team in a tournament unless that program is authorized by the district.
 - 5. Any agreement which does not allow the school officials to maintain control of the activity/program being sponsored.

V. ACCOUNTING

Advertising revenues must be accounted for and reported in compliance with UFARS.

Legal References: Minn. Stat. § 123B.93 (Advertising on School Buses)
Minn. Stat. § 125B.022 (Contracts for Computers or Related Equipment or Service)
Minn. Stat. § 173.08 (Excluded Road Advertising Devices)

Cross References: MSBA/MASA Model Policy 421 (Gifts to Employees and School Board Members)
MSBA/MASA Model Policy 702 (Accounting)

**Administrative Offices
Buffalo, Minnesota 55313**

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