



Book	Policy Manual
Section	First Reading by Board
Title	ADVERTISING AND COMMERCIAL ACTIVITIES
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#### 9700.01 - **ADVERTISING AND COMMERCIAL ACTIVITIES**

This policy provides guidance for the appropriate and inappropriate use of advertising or promotion of commercial products or services to the students and parents in the school.

"Advertising" comes in many different categories and forums and is defined as 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 service. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos, or tags for product or service identification purposes are not considered advertising.

The Board may permit paid commercial advertising in School District facilities or on School District property in the following categories or forums in accordance with the parameters set forth herein:

##### **A. Product Sales:**

1. product sales benefiting a district, school, or student activity (e.g., the sale of beverages or food within schools);
2. exclusive agreements between the District and businesses that provide the businesses with the exclusive right to sell or promote their products or services in the schools (e.g. pouring rights contracts with soda companies);
3. fundraising activities (e.g., short-term sales of gift wrap, cookies, candy, etc.) to benefit a specific student population, club, or activity where the school receives a share of the profits.

##### **B. Direct Advertising/Appropriation of Space:**

1. signage and billboards in schools and school facilities;
2. corporate logos or brand names on school equipment (e.g., marquees, message boards, or scoreboards);
3. ads, corporate logos, or brand names on book covers, student assignment books, or posters;
4. ads in school publications (newspapers and yearbooks and event programs).
5. **( X ) media-based electronic advertising (e.g., Channel One or Internet or web-based sponsorship);**
- 6.

~~(-) free samples (e.g., of food or personal hygiene products).~~

### C. Indirect Advertising:

1. corporate-sponsored instructional or educational materials, teacher training, contests, incentives, grants, or gifts;
2. the Board approves the use of instructional materials developed by commercial organizations, such as films and videos, only if the education value of the materials outweighs their commercial nature.

The films or materials shall be carefully evaluated by the school principal for classroom use to determine whether the films or materials contain undesirable propaganda and to determine whether the materials are in compliance with the guidelines as set forth above.

~~No advertising may use the name, logo, mascot, or any other name which would associate an activity with the District without the specific written permission of the Superintendent. It is further the policy of the Board that its name, students, staff members, and District facilities shall not be used for any commercial advertising or otherwise promoting the interests of any commercial, political, nonprofit, or other non-school agency or organization, public or private, without the specific written permission of the Superintendent.~~

~~Any commercial advertising shall be structured in accordance with the General Advertising Guidelines set forth below.~~

### D. ~~(-) Market Research:~~

1. ~~(-) surveys or polls related to commercial activities;~~
2. ~~(-) internet surveys or polls asking for information related to commercial activities;~~
3. ~~(-) \_\_\_\_\_ [other]~~

1. ~~No advertising may use the name, logo, mascot, or any other name which would associate an activity with the District without the specific written permission of the Superintendent. It is further the policy of the Board that its name, students, staff members, and District facilities shall not be used for any commercial advertising or otherwise promoting the interests of any commercial, political, nonprofit, or other non-school agency or organization, public or private, without the specific written permission of the Superintendent.~~

~~Any commercial advertising shall be structured in accordance with the General Advertising Guidelines set forth below.~~

### General Advertising Guidelines

The following guidelines shall be followed with respect to any form of advertising on school grounds:

- A. When working together, schools and businesses must protect educational values. All commercial or corporate involvement should be consistent with the District's educational standards and goals.
- B. Any advertising that may become a permanent or semi-permanent part of a school requires prior approval of the Board.
- C. The Board reserves the right to consider requests for advertising in the schools on a case-by-case basis.
- D. No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, lewd, vulgar, obscene, pornographic, or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, X or R rated movies, or gambling aids.
- E. No advertisement shall promote any specific religion or religious, ethnic or racial group, political candidate **or political ideology**, or ballot **issue and shall be non-proselytizing initiative**.
- F. No advertisement may contain libelous material.
- G. No advertisement may be approved which would tend to create a substantial disruption in the school environment or inhibit the functioning of any school.
- H. No advertisement shall be false, misleading, or deceptive.
- I. Each advertisement must be reviewed in advance for age appropriateness.

- J. Advertisements may be rejected by the District if determined to be inconsistent with the educational objectives of the District, inappropriate, or inconsistent with the guidelines set forth in this policy.
- K. All corporate support or activity must be consistent with the Board's policies prohibiting discrimination on the basis of any Protected Class consistent with Board Policy 2260 - Nondiscrimination and Access to Equal Educational Opportunity, race, color, national origin, religion, sex, disability, or age, and must be age appropriate. in any of its student programs and activities.
- L. Students shall not be required to advertise a product, service, company, or industry.
- M. Advertising will not be permitted on the outside or inside of school buses.
- N. The Superintendent is responsible for screening all advertising.
- O. The Superintendent may require that samples of advertising be made available for inspection.
- P. The inclusion of advertisements in District publications, in District facilities, or on District property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.
- Q. Final discretion regarding whether to advertise and the content and value of the materials will be with the Board.

### Written Contract for Placement

All advertising agreements between the District and an outside entity shall be in writing, shall specify all relevant terms, and must be approved by the Board prior to placement of advertisements.

The contracts shall contain, at a minimum, the following clauses:

- A. District authority over content and placement of advertisement;
- B. authority of District administration to view and approve all materials prior to the actual placement;
- C. specific provisions regarding financial terms, timing of payment, hold harmless clause in the event of lawsuit against advertiser that requires removal of advertisement prior to expiration of contract; and
- D. warranty regarding intellectual property and indemnification against alleged violations of trademark or copyright protections by third parties.

The Superintendent shall negotiate all such agreements with the advertiser.

### Accounting

Advertising revenues must be properly reported and accounted for per as per any administrative guidelines, policies, Generally Accepted Accounting Principles, and DPI Audit Guide requirements.

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Legal 118.13, Wis Stats.

Cross References [ag9700A - DISTRIBUTION OF MATERIALS TO STUDENTS](#)

**Last Modified by Ellen Suckow on April 6, 2026**