

FINANCIAL MANAGEMENT

Advertising, Partnerships, and Sponsorships

A.) Advertising on District Property

- 1) All advertising permitted shall be consistent with Snohomish School District policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, handicap, age, or sexual orientation and shall not be permitted where they are misleading, inaccurate or not age-appropriate for the students involved.
- 2) No corporate support or advertising will be permitted in the district or in the schools that:
 - a) Promotes the use of illicit drugs, alcohol, tobacco, or firearms
 - b) Promotes hostility, disorder, or violence
 - c) Attacks or demeans any ethnic, racial, or religious group
 - d) Is libelous
 - e) Is obscene, pornographic, or unsuitable for minors as defined by prevailing community standards as determined by the Board of Directors
 - f) Promotes any specific religion or political belief
 - g) Promotes or opposes any political candidate, any school related election, ballot proposition or any other question to be determined by an election
 - h) Inhibits the functioning of any school or site
- 3) Promotion of private businesses through the use of outdoor advertising on District school sites is prohibited except at athletic fields and facilities, Hal Moe Pool, and during special events.
 - a) Outdoor advertising at District owned athletic fields and facilities where the general public attends District and non-District sponsored events is allowed but the sale of advertising space must be handled through an open process. Care must be taken to assure that businesses are provided fair opportunities to participate in district-operated outdoor advertising. All such advertising must be approved by the Superintendent or designee before being displayed.
- 4) Advertising may include, but is not limited to the following:

- a) The sale and solicitation of advertising for programs for extra-curricular games or activities, activity schedules, or publications such as student newspapers, planners or yearbooks at the discretion of the school administrator is permissible.
 - b) The type of advertising typically found on vending machines or on items sold in student stores is permissible.
 - c) Advertising is permitted in such supplementary classroom and library materials as newspapers, magazines, television, the internet, and similar media where they are used in a class such as current events, or where they serve as an appropriate research tool.
 - d) The utilization of films, electronic media, or other instructional aids and materials furnished by private sources when advertising content is reasonable in the judgment of the teacher and the principal of the school involved and, and the materials have been approved according to provisions developed by the superintendent or designee is permissible.
 - e) Incidental advertising on sponsored materials is permissible.
 - f) Single-event, temporary advertising at secondary school properties is permissible.
 - g) Temporary advertising during sponsored events is permissible.
- 5) Specifically *prohibited* types of advertising include the following:
- a) Non-incidental advertising in classrooms or other instructional areas
 - b) Advertisements on the inside and outside of buses
 - c) TV programming and advertising in exchange for TV's, VCR,s and other equipment
 - d) The use of the Channel One program.
 - e) Permanent advertising on building exterior (including roof)
 - f) Commercial advertisements sent home with students, not including incidental advertising connected to legitimate school fundraisers

B.) Partnerships and Sponsorships

- 1) Partnerships/Sponsorships may include, but are not limited to:
 - a) Corporate supplied teaching aids
 - b) Banking and savings programs

- c) Bookcovers, maps, rulers, periodic tables
 - d) Sponsored assemblies
 - e) Reference materials
- 2) Commercial sponsorship of instructional materials, programs, and events are permissible under the following conditions:
- a) Materials, programs, or events must further instructional goals of the district or have public value to the school community.
 - b) Commercial advertising aspects of sponsorship must be minimized and balanced against program benefits.
 - c) Scope, magnitude, and longevity of sponsored programs must determine the level of review and authorization.
 - d) The granting of a right, by a district administrator, to a non-district entity to conduct business, shall strictly follow district procedures on purchasing and contracting.
 - e) No student or parent shall be required to purchase a commercial product due to a business-education partnership or cooperation.
 - f) No rights of exclusivity shall accompany or be assumed based upon acceptance of any donation of equipment or materials which benefit school programs and that also carry commercial logos, messages, etc. Any such donated equipment or materials shall become the property of the district. All such gifts or donations shall meet all district standards and requirements for such items. Board of Directors acceptance of such gifts or donations is required as per board policy 6114.

Adopted: May 14, 2008