

DISTRICT ADVERTISING AND BUSINESS SPONSORSHIPS

- Advertising and business sponsorships will be limited to products, services, and issues that are consistent with the “family” nature of the school district, appropriate for all ages.
- Approved advertising, signage, and other promotions must be in good taste, use good production quality, and not detract from the educational environment.
- Use of the USD 382 logo and slogan by a business sponsor may be permitted with prior approval of the superintendent or designee.
- Use of the USD 382 logo and slogan for commercial and profitable purposes requires approval from the superintendent or designee. A usage fee or percentage of all sales may be negotiated between the superintendent or designee and the commercial party.
- Approved advertising, signage, and promotions will be reviewed and approved annually.
- Prohibited advertising and business sponsorships include, but is not limited to:
 - ✓ Anything of a nature or intent that is obscene, profane, vulgar, prurient, defamatory, abusive, impolite, sexual, discriminatory, or promotes services not suitable for minors.
 - ✓ Material in support of a specific religion or religious viewpoint.
 - ✓ Material in support of a specific political candidate or viewpoint.
- The following forms of sponsor recognition shall be permitted:
 - ✓ Public notices including newspapers, radio, television or any other form of public media.
 - ✓ School newsletters directed or intended for parents or the community at large.
 - ✓ Plaques, pictures or other notices at the district office.
 - ✓ Plaques, pictures or other notices at the donor's place of business.
 - ✓ A letter to the sponsor from the principal, district, the Board.
- Sponsorships may be assigned to an individual school at the sponsor's request; those not directed to a specific school shall be distributed to the schools throughout the district in as equitable manner as possible, having due regard to the needs of the various schools, the student population of the school, and the amount of sponsorship the schools receives through school-directed sponsorship.
- All cash or donations provided by sponsors shall be tracked at the district level through standard accounting procedures.
- All non-cash donations provided by sponsors may have brand names, trademarks, logos or tags for product service or identity purposes only.

- The administration of advertising and sponsorship, including the issue of exclusivity, shall be determined by the superintendent and principal of the school, in consultation with the Board of Education and the sponsor.
- Advertising and sponsorship shall not permit direct financial gain to district employees, students, parents or board of education members.
- All sponsored educational materials shall be directed to the district, which shall review them to determine if they meet the criteria listed above.
- The Board of Education, superintendent, or the principal of any school shall have the authority to decline any form of advertising or sponsorship, cash or kind should it be found to offend the values of the district.

Use of USD 382 Facilities for Commercial/Profit Purposes

- Non-profit and for-profit businesses and organizations must receive approval from the superintendent or designee to sell goods or services on district property.
- The superintendent or designee will negotiate a percentage of all sales or lump-sum fee to be paid to the district for conducting business on district property.
- Businesses must only sell products and services that are consistent with the “family” nature of the school district and appropriate for all ages. Excluding, but not limited to:
 - Anything of a nature or intent that is obscene, profane, vulgar, prurient, defamatory, abusive, impolite, sexual, discriminatory, or promotes services not suitable for minors.
 - Goods in support of a specific religion or religious viewpoint
 - Goods in support of a specific political candidate or viewpoint.
- The Board of Education, superintendent, or the principal of any school shall have the authority to decline any business should it be found to offend the values of the district.
- The district has the right to sever any advertising agreement should the district deem the business has violated any part of this policy or no longer represents the district in a positive educational manner.