EAST STROUDSBURG AREA SCHOOL DISTRICT

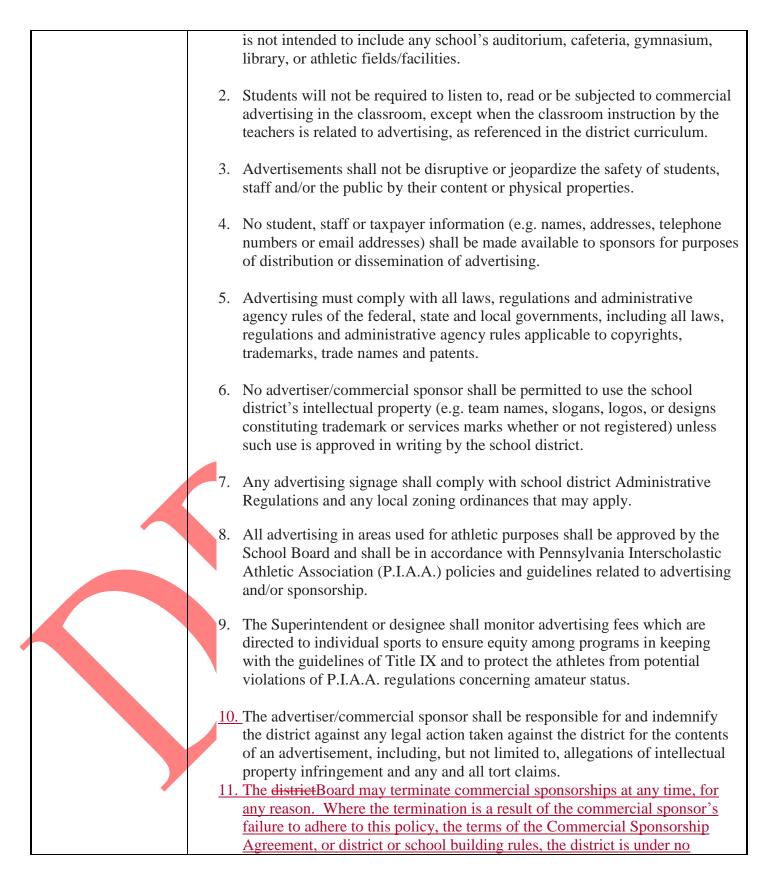
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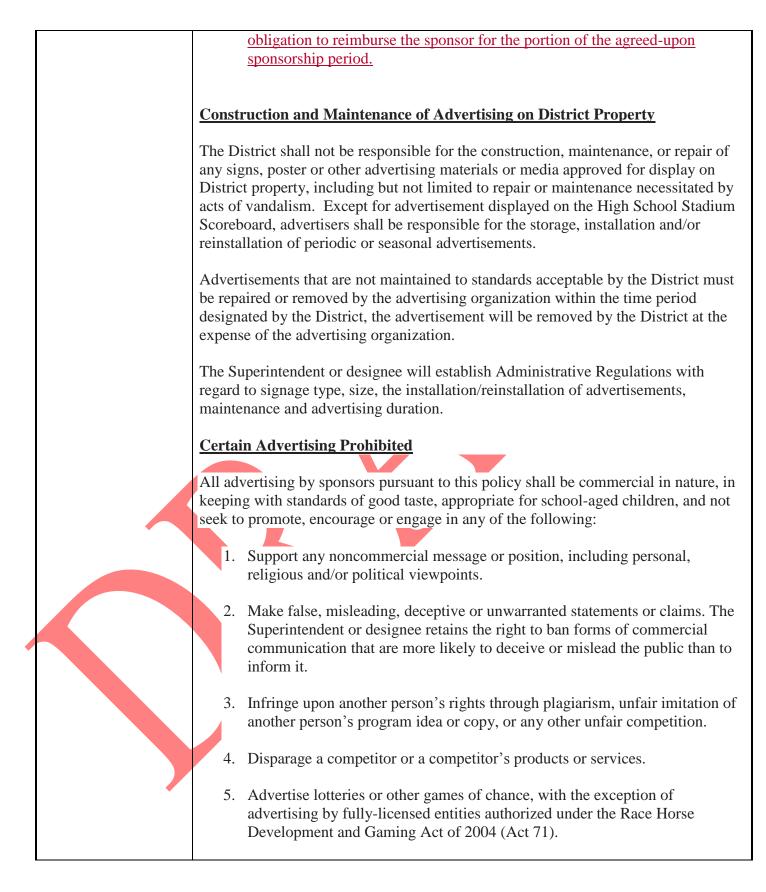
SECTION: PROPERTY

TITLE: COMMERCIAL SPONSORSHIPS AND ADVERTISING

ADOPTED: September 17, 2018 REVISED: <u>DRAFT</u>

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		702.1 COMMERCIAL SPONSORSHIPS AND ADVERTISING
1.	Purpose	The Board recognizes that public school facilities, events, and programs provide a potential market for commercial sponsorships, that financial payments from commercial sponsorships can benefit students and taxpayers by generating support for the school district and its programs, and that commercial sponsors should receive special recognition for supporting the school district in such manner.
		Therefore, the Board establishes this policy whereby commercial groups, businesses and companies may voluntarily enter into written agreements (sponsorship agreements) to provide financial support for school district programs and activities in exchange for public recognition that may include the sale of "sponsored by" rights for school district events as well as advertising, signage, announcements and other promotional opportunities at school district activities.
2.	Authority	The school district may enter into sponsorship agreements with commercial groups, businesses or companies that allow advertising to take place on school district property pursuant to restrictions outlined in this policy. The goal of such sponsorship agreements is solely to benefit students and taxpayers by generating private financial support for the school district and its educational programs.
		This policy does not create a forum for all types of advertising or provide a general public forum for purposes of communication. Rather, the intent is to make use of a limited portion of the school district's property in order to generate revenue from commercial sponsors for school district programs and activities.
		Noncommercial advertising is not permitted under this policy.
		Pursuant to this policy, the school district generally intends to receive financial payments from sponsors, but may consider proposals that include in-kind contributions by sponsors as deemed appropriate by the School Board.
3.	Guidelines	Advertising Program
	•	 Advertising will not be displayed inside classrooms, in areas where students in class may view the advertisement, or in any other area that may be disruptive to student learning. For purposes of this policy, the term classroom





6. Contain slanderous, obscene, sexual, profane, vulgar, repulsive, or offensive matters, either in theme or in treatment.
7. Appeal for funds.
8. Contain testimonials that cannot be authenticated.
9. Declare or imply an endorsement by the school district of any service, product or point of view.
10. Contrary or adverse to the mission and purpose of the school district.
11. Promote the sale or use of alcohol, tobacco or illegal drugs. Full-service restaurants that serve alcoholic beverages may advertise under this policy where the specific advertisement, itself, does not expressly promote alcohol or tobacco products.
12. Promote the sale or use of firearms or other weapons.
13. Promote unlawful or illegal goods, services or activities.
14. Constitute advertising which violates local, state or federal law when done on school district property.
Steps for the Approval of Corporate Sponsorships/Donations Containing
Advertisement
The following steps shall apply:
1. Sponsorship agreement requests must be made in writing to the Superintendent.
2. Approval by the School Board shall be required for any sponsorship, and such financial payments are not accepted until approved by the School Board at a public meeting.
3. The school district shall not be bound by any oral agreements purportedly made by any employee or marketing agent.
Booster Clubs, Parent-Teacher Organizations and Sanctioned Student Groups
This policy is not intended to regulate booster clubs, parent-teacher organizations or student extracurricular, co-curricular or athletic groups recognized by the school district. Any fundraising activities by such groups shall be done in compliance with
other applicable school district policies and any understandings or agreements that

