

## **ADVERTISING IN THE SCHOOLS/SPONSORSHIP PROGRAM**

The Rapid City Area School District will maintain a sponsorship program designed to provide a mutually beneficial relationship between the district and the business community. It is the goal of this program to achieve additional revenue to support district programs. Official sponsors will receive certain rights and opportunities that may include the right to be an exclusive provider of services or products for the period of time addressed by the sponsorship contract. It will be the goal of the Rapid City Area School District to provide as many businesses as possible with an opportunity to sponsor school programs.

Revenue enhancement through a variety of district-wide and district approved marketing activities, including but not limited to advertising, corporate sponsorship, signage, etc., is a board of education-approved venture. These opportunities are subject to certain restrictions as approved by the board of education in keeping with contemporary standards of good taste. Such advertising will seek to model and promote positive values for the students of the Rapid City Area School District through proactive educational and not just traditional advertising of a product. Preferred advertising includes messages that encourage student achievement and the establishment of high standards of personal conduct.

All sponsorship contracts will allow the district to terminate the contract at least on an annual basis.

The revenue derived from sponsorship programs will be formally identified as consideration for advertising rights or as sponsorship revenue. Revenues from product sales or advertising activities within a given school may be retained by each school and/or activity program. All receipts must be appropriately deposited and distributed from a school district Trust and Agency account. Revenues will be used for the following purposes:

- A. Enhance student achievement.
- B. Assist in the maintenance of existing district programs.
- C. Provide scholarships for students participating in athletic, academic and activity programs who demonstrate financial need and merit.

Competition between vendors desiring to sell products or services to students must be deferred by individual schools to the business office for resolution. The business office may resolve competitive disputes by negotiations, written quotation or formal competitive bid.

The business office will administer all agreements of a district-wide nature.

Appropriate opportunities for these marketing activities include but are not limited to:

- A. Fixed signage.
- B. Banners, Electronic Message Boards.
- C. District-level publications.
- D. Television and radio broadcasts.
- E. Athletic facilities to include stadiums, athletic fields, and gymnasiums.
- F. District-level projects.
- G. Expand usage of facilities beyond traditional use (i.e. concerts, rallies, etc.).
- H. Interior and exterior of a limited number of district buses. Maintenance for these buses will include but not exceed normal maintenance costs.
- I. Individual school publications (when not in conflict with current contracts).

Advertising will not be allowed in classrooms and corporate-sponsored curriculum materials are subject to the requirements of all district policies.

Individual schools may not enter into any advertising or sponsorship agreements which involve signage in the school building without prior approval of the assistant superintendent of business affairs.

When seeking district-wide revenue enhancements, there will be no interference with current school/school district advertising and marketing programs (i.e., yearbook advertising, cafeteria contracts with food providers, etc.).

The following restrictions will be in place when seeking revenue enhancement. Revenue enhancement activities will not:

- A. Promote hostility, disorder or violence.
- B. Attack ethnic, racial or religious groups.
- C. Discriminate, demean, harass or ridicule any person or group on the basis of gender.
- D. Be libelous.
- E. Inhibit the functioning of the school and/or school district.

- F. Override the school/school district identity.
- G. Promote, favor, or oppose the candidacy of any candidate for election, adoption of any bond/budget issues or any public question submitted at any general, county, municipal, or school election.
- H. Be obscene or pornographic as defined by prevailing community standards throughout the district.
- I. Promote the use of drugs alcohol, tobacco, firearms or certain products that create community concerns.
- J. Promote any religious or political organization.
- K. Use any district or school logo without prior approval.

Use of school bulletin boards remains the province of the principal but material posted is subject to the same guideline as listed for advertisers. School-related organizations (including but not limited to PTA, PTO) may, with the principal's permission, use the school's bulletin boards to disseminate information such as membership, activities, schedules and events.

Adopted	12/11/79
Revised	03/23/82
Revised	05/24/88
Revised	05/10/94
Revised	07/10/00
Reviewed	02/07/08
Reviewed	05/23/16

Cross Reference:

IIAD, Special Interest Materials  
JHA, Student Insurance Program  
KI, Public Solicitations in the Schools  
DJ, Purchasing  
DJG, Vendor Relations  
KH, Public Gifts to the Schools  
KG, Community Use of School Facilities