

Chinook School District

FINANCIAL MANAGEMENT

7332

Page 1 of 2

Advertising in Schools/Revenue Enhancement

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-approved venture. These opportunities are subject to certain restrictions as approved by the Board in keeping with the contemporary standards of good taste.

All sponsorship contracts will allow the District to terminate the contract if it is determined that it will have an adverse impact on implementation of curriculum or the educational experience of students.

The revenue derived should:

- Enhance student achievement;
- Assist in the maintenance of existing District athletics and activity programs.

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

- Fixed signage
- Banners
- District-level publications
- Television and radio broadcasts
- Athletic facilities to include stadiums, high school baseball fields, and high school gymnasiums
- District level projects
- Expanded usage of facilities beyond traditional use (i.e. concerts, rallies, etc.)

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

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

- Promote hostility, disorder or violence
- Attack ethnic, racial or religious groups
- Discriminate, demean, harass or ridicule any person or group of persons on the basis of gender
- Be libelous
- Inhibit the functioning of the school and/or District

- 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
- Be obscene or pornographic as defined by prevailing community standards throughout the District
- Promote the use of drugs, alcohol, tobacco, firearms or certain products that create community concerns
- Promote any religious or political organization
- Use any District or school logo without prior approval

Cross Reference: 2120 Curriculum Development and Assessment
 2309 Library Materials
 2311 Instructional Materials

Policy History:

Adopted: June, 2006

Revised: