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. Such advertising will seek to model and promote positive values for the students of the District through proactive educational messages and not just traditional advertising of a product. Every effort will be made to select only those businesses that support the mission and goals of the District and the values of the District and our community. Preferred advertising includes messages that encourage student achievement and the establishment of high standards of personal conduct.

No advertisements that appear in District publications, on District buildings or grounds, or through links to commercial enterprises such as search engines on the Internet shall be construed as sponsored or endorsed products by the District.

Advertising in student publications published by student organizations may be permitted, subject to approval by the Superintendent or his or her designee.

The revenue derived should:

1. Enhance student achievement;
2. Assist in the maintenance of existing District athletics and activity programs; or
3. Provide scholarships for students participating in athletic, academic, and activity programs who demonstrate financial need and merit.

Solicitations

Salespersons, representatives, or agents shall not solicit or contact pupils, teachers, or other employees in the school buildings or on school grounds without prior approval.

Legal Reference:  I.C. § 33-506  Organization and Government of Board of Trustees
               7 CFR § 210.30  Local School Wellness Policy
               42 USC § 1758b, Section 204  Healthy and Hunger-Free Kids Act of 2010
               42 USC § 1771 et seq.  Child Nutrition Act of 1966
               42 USC § 1751 et seq.  National School Lunch Act

Cross Reference:  2100 Curriculum Development and Assessment
                  2500 Library Materials
                  2520 Curricular Materials
8250 Guidelines for Food and Beverages Sales

Policy History:
Adopted on: 7/10/17
Revised on: