

SCHOOL DISTRICT OF GRAFTON
Board of Education Policy

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**ADVERTISING, SPONSORSHIP
AND EXCLUSIVE RIGHTS CONTRACTS**

The Grafton School District recognizes that public schools provide a potential market for commercial activities. Therefore, it is important for the District to protect students and parents/guardians from exploitation and to ensure that commercial activities do not interfere with the educational program. Any allowance for advertising within the Grafton School District must adhere to the provisions within this policy.

Advertisements

For purposes of this policy, “advertisement” means any payment of money or other economic benefit to a school or the District that requires visual, audio or video placement of a name, slogan or product message on District property, publication or broadcast. The term advertisement does not include traditional fundraising activities or outright gifts to which no quid pro quo is attached.

No advertisement shall be allowed unless it fits one or more of the following categories and is approved by the building principal and/or Superintendent, or his/her designee.

1. Paid advertisements in a high school student newspaper or other District publication.
2. Instructional aids furnished by private sources when the advertising is reasonable and non-intrusive. Such instructional aids must be used in a manner that is consistent with the District’s policies and procedures related to curriculum and instruction and use of District property.
3. Signs on school grounds.
4. Advertising in the program for a District-sponsored or approved extracurricular activity.
5. The display of product names on vending machines that have been placed in the school for the use of students, staff and the public at secondary schools and other District facilities other than elementary schools. Vending machines with product names may only be placed in staff lounges at the elementary and middle schools.

Sponsorships

A “sponsorship” means any payment of money or other economic benefit to a school or the District in exchange for recognition. The Board encourages sponsorships to help support District programs, buildings and services, but no sponsorship agreement shall require that the District’s programs and services be delivered in a specific manner.

A sponsor may be acknowledged in District publications or broadcasts and on school premises. Multiple acknowledgements for one building, program or service such as, but not limited to

plaques, bricks, banners, etc., may only be posted, mounted or displayed outside of curricular areas (i.e., in halls or outside of a room or a building). This acknowledgement should be tasteful and must not minimize or take away from the District's role or responsibility for the activity or service.

Exclusive Rights Contracts

An "exclusive rights contract" means any payment of a premium or provision of some economic benefit to a school or to the District for the right to be a sole provider of a service or good. This term includes limited exclusive rights contracts where more than one provider may supply the same or similar service or product.

Exclusive rights contracts with a single vendor for a product or a service shall only be authorized by the Board. In considering such contracts, the Board shall consider the impact on students, as well as the amount of funds that will be generated, how the funds will be used, and what alternative sources of funding are available. All such contracts must be issued in conformance with purchasing procedures established by law and Board policy.

Restrictions

No advertising, sponsorship or exclusive rights contract shall be associated with tobacco, alcohol, illegal drugs or weapons; or contain vulgar or plainly offensive, obscene, or sexually explicit language or graphics.

Signs identifying school facilities shall be free of any commercial advertising.

Legal Ref: Sections 118.001 Wisconsin Statutes
118.12
120.12(1) and (2)
120.44(2)
No Child Left Behind Act of 2001 (Protection of Pupil Rights Amendment)

Cross Ref.: 110, Educational Philosophy
165.1, Conflict of Interest
371, Student Organizations
374, Solicitations by Students
760, Food Services Management
830, Public Use of School Facilities
840, Grants and Gifts from Private Sources

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