

**Policy**

---

**COMMERCIALISM IN SCHOOLS**

The Board of Education maintains school district property as assets in a public trust dedicated to the primary educational mission of the schools. All activity involving school property is evaluated against this fundamental principal. The merits of all transactions involving the commercial use of school district property must satisfy the standard of reasonable prudence in standard business transactions while serving the fundamental mission of the schools.

Commercial advertising shall be prohibited in District schools except in circumstances where such advertising or transaction is not the principal purpose of, and is only incidental to an otherwise authorized activity or program.

No such commercial activity or advertising shall be permitted where the circumstances may reasonably be understood to express or imply endorsement of a product or service by the school district or by its officers, employees or students, except non - endorsement advertising of products or services at our athletic fields for the maintenance and improvement of said ground.

No such commercial activity or advertising shall be permitted where the circumstances, in the judgment of the Superintendent or his/her designee, and with Board approval, may be considered exploitative of the students of the district or may otherwise compromise the district's educational mission.

The presence of commercial advertising in primary curriculum materials shall be avoided except where such advertising is itself the object of study and examination. The presence of commercial advertising in supplemental curriculum materials shall be permitted where such advertising is incidental to such materials or where it is not exploitative given the age and maturity of the students.

Extra-curricular activities are considered a necessary and vital part of the school program, notwithstanding the informality of instruction and conduct attendant upon such activity. While such circumstances may reasonably allow for increased student exposure to commercial messages, the district nonetheless seeks to maintain its curricular control and to preserve its values relating to equal educational opportunity in the conduct of extra-curricular activities. Accordingly, commercial sponsorship of extra-curricular activities is not permitted.

Advertising opportunities will be subject to certain restrictions in keeping with contemporary standards of good taste and will seek to model and promote positive values for our students. In keeping with this, no advertising will be allowed which:

- Promotes hostility, disorder, violence or unethical practices;
- Attacks ethnic, racial or religious groups;
- Is sexually explicit in nature or deals with sexual issues;
- Is libelous;
- Invades the rights of others;
- Inhibits the functioning of the school;
- Overrides the school's identity;
- Promotes, favors or opposes the candidacy of any candidate for election, adoption of any bond issues or municipal or school election;
- Promotes the use of drugs, alcohol, tobacco or firearms;
- Promotes any religious organization.

COMMERCIALISM IN SCHOOLS

## Permitted Exceptions:

1. In-school Commercial Transactions — The following commercial transactions shall not be considered to violate this policy:
  - a. Providing food services and refreshments to students and staff including vending machines.
  - b. Providing opportunities as recommended by the staff and approved by the building principal, for students to purchase supplies, uniforms, books, school related equipment and other commodities as an aid to the efficiency of the school program.
  - c. Providing opportunities approved by the Principal that conform to Board Policy 5136 (Fundraising Activities).
  - d. The ordinary and customary provision of goods and services by vendors approved by the school district in support of its ordinary and customary operations.
  
2. In-school Advertising — The following specific commercial advertising is not considered exploitative:
  - a. Usual and customary manufacturers brand name, trade name, or logo on equipment, books and supplies used or sold on school premises in connection with authorized commercial transactions.
  - b. Donor acknowledgements or paid advertising in school-sponsored printed event programs and commemoratives, approved book covers and student calendars and handbooks.
  - c. Printed materials identifying sources of publications and/or equipment that are a part of, or supplemental to the approved curriculum.
  
3. Sponsor recognition and corporate logos may be posted on school property, but shall be limited to the identification of the sponsor and shall not contain other advertisement. Public signs indicating the district's appreciation of an enterprise's support for education shall be permitted.
  
4. Event specific banners advertising products available for sale on school district premises displayed on exterior structures designated by Superintendent or Principal, shall not be considered a violation of this policy.

Any exception to the prohibition on commercial activity and advertising shall be approved in advance by the Superintendent or his/her designee and with Board approval, upon receipt of documentation that the proposed activity meets the standards stated in this policy.

**Date reviewed: December 17, 2003; January 21, 2004; January 19, 2011**

**Date Adopted: March 23, 2011**

Cross References:	*1314	Fundraising by outside organization
	*5136	Fundraising activities
	*3280	Gifts, Grants and Bequest
	*3281	Corporate Sponsorship in Schools