

Advertising and Sponsorships

The Board of Education authorizes “district-related advertising” in accordance with this policy. The superintendent shall have final authority regarding the interpretation of this policy, as well as the propriety of actions taken by district employees in accordance with this policy.

Venues and media that may be considered for advertising and corporate sponsorship programs include but are not limited to fixed signage, middle and high school athletic facilities, district and/or school publications, banners, athletic team uniforms and warm-ups, food and beverage services, district buses, and district or school-level radio and television broadcasts, email and internet websites and social media. The district reserves the right to decline advertising or sponsorships for any particular school, school site, vehicle, or team, and to limit or terminate the length of any agreement for such sponsorship/advertising.

As used in this policy, “advertising” means any printed or digital material, picture, banner, sign, notice, announcement, audio communication or video communication that promotes, or otherwise attracts attention or patronage to a non-district business, product, activity or cause that directly or indirectly results in revenue or an in-kind benefit to the district or one of its schools. Such advertising includes but is not limited to sponsorships, fundraisers and exclusive-provider contracts.

The district or its agents shall not authorize advertising from any agency within or outside the district that directly or indirectly competes for St. Vrain Valley students or programs, either internally or externally. This includes but is not limited to public, private and/or charter schools operating within or outside district boundaries. Furthermore, all advertising must reflect positively on the district, its educational programs, and its mission.

The designated areas for signage, banners, advertising, etc., are not deemed to be a public forum for any commercial or private speech. The district also reserves the right to add a disclaimer of non-district endorsement to any such advertising, sponsorship, banners, or signage to clarify that the district is not associated with or endorsing or promoting the product, service, or activity.

The district reserves the right to control the time, place, and manner of such advertising, and to prohibit any such advertising if it consists of any of the following:

1. Material that promotes or favorably portrays unlawful conduct or conduct that violates Board policy or regulation, including but not limited to the Board’s policies prohibiting unlawful discrimination, harassment and bullying;
2. Material that promotes, favors or opposes the candidacy of any candidate for election, or any ballot question submitted at any general, municipal or school election. The prohibition shall not apply on any election day or special election when the school is being used as a polling place;

3. Material that is obscene, vulgar or patently offensive or pornographic as judged by the standards of the school community or judged by the superintendent as not age-appropriate for students and/or for public display at a school or school activity.

Adopted: April 13, 2011

Revised: October 28, 2015

CROSS REF.: KHC, Distribution/Posting of Non-curricular Materials