

RADNOR TOWNSHIP SCHOOL DISTRICT

SECTION: PROPERTY

TITLE: ADVERTISING and SPONSORSHIPS

ADOPTED: FEBRUARY 28, 2012

REVISED: DECEMBER 17, 2013

REVISED: OCTOBER 28, 2014

913.1 ADVERTISING AND SPONSORSHIPS	
1. Purpose	<p>Commercialism in schools is increasing in many forms and complexity ranging from advertising to selling specific products for fundraisers and business/education partnerships. The Radnor Township Board of School Directors recognizes that although public schools provide a potential market for commercial activities, it remains important to protect students and parents/guardians from undue exploitation, and to reduce the risk that commercial activities interfere with the educational program. This policy aims to permit limited revenue-generating advertising and sponsorship while protecting these interests. The policy of the Board shall be to permit selected commercial advertisements, activities, or sponsorships when there is an economic benefit to the students or to the educational program.</p>
2. Definitions	<p>2.1 Advertisement - For purposes of this policy, “advertising” is a message that promotes or markets any company, service, facility or product.</p> <p>2.2 Messages that include the following are considered advertisements:</p> <ol style="list-style-type: none"> 1. Qualitative or comparative language, for example, a message that comments on the quality of the product or service to others. 2. Price information or indication of savings or value, for example, a message that refers to price, savings, value, or monetary motives in general. 3. A call to action, for example, a message that directs the recipient to take any sort of action, like “call now.” 4. Dramatized acknowledgements, such as one by a satisfied customer, that are promotional in nature. 5. An inducement to buy, sell, rent, or lease the sponsor’s products or services. <p>2.3 Something that identifies, but does not promote, a sponsor or its products or services is not considered an advertisement in and of itself for purposes of this policy, such as:</p> <ol style="list-style-type: none"> 1. Logos and slogans that do not contain comparative or qualitative descriptions

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<p>3.0 Guidelines and procedures</p>	<ul style="list-style-type: none">2. A sponsor’s address, internet address, or telephone number3. Value-neutral descriptions of a sponsor’s product line or services4. Brand or trade names5. Product and service listings6. References to trade associations or trade groups <p>2.4 Sponsorship - any payment of money or other economic benefit to a school or to the district in exchange for recognition. Sponsorships may include the use of logos or even slogans if they are an established part of the sponsor’s identity. Sponsorships may not include payments which are contingent upon the quantity of public exposure received. For example, while a payment that is contingent upon the sponsored activity actually occurring will pass as sponsorship, a contingency based on the number of attendees at the activity will not.</p> <p>2.5 Exclusive Rights Contracts - 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 product. This term includes limited exclusive rights contracts where more than one (1) provider may supply the same or similar service or product.</p> <p>3.0 All individuals, organizations, corporations or their agents wishing to advertise in District publications, or in District-published media must submit a written application and receive approval by the Superintendent or his/her designee prior to publication of the advertisement. This pre-approval requirement does not apply to fund-raising governed by Policy 229 or to material or content that is not published by the District.</p> <p>3.1 Only the Superintendent or his/her designee may approve official sponsorship status and exclusive rights contracts.</p> <p>3.2 Except for instruction relating to advertising, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials in curriculum-related activities, except as provided by this policy.</p> <p>3.3 No school group, student, club, or the district shall receive a financial reward, gift, or other prize from the advertiser for generating revenue.</p> <p>3.4 Enforcement</p> <p>All clubs, teams and school groups will be required to abide by this policy. All clubs, teams and school groups are required to report to the Superintendent any known violation of this policy, even if the violation was committed by a person, group or company consisting of persons who are not members of the clubs, teams or school groups, such as boosters. Any violation, or failure to report the violation, may be grounds for revoking the official recognition of the club, team or sport.</p>
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3.5 Termination

The Superintendent has the authority to terminate all advertising as set forth in this policy at no financial penalty to the Radnor Township School District Board of Directors. In this event, the requesting organization must remove all advertisements at its cost in accordance with policy set forth by the Radnor Township School District.

The Superintendent has the authority to terminate all advertising and sponsorships as set forth in this policy; the Radnor Township School District Board of Directors will not be responsible for any consequential, incidental or other damages to the advertiser/sponsor, club team, or school group due to the termination. In the event of termination, the requesting organization must remove all advertisements at its cost in accordance with policy set forth by the Radnor Township School District.

3.6 Sponsorship

The Board of School Directors encourages district staff, club teams, and school groups, to seek sponsorship to help support district programs 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 school district publications. Any sponsorship, acknowledgement, logo, name placement, etc must not be more prominent than the name of the District/club/team/school group. If a particular business wishes to formally sponsor the financial part or all of a specific activity, school officials shall maintain control and management of the activity.

3.7 Exclusive Rights Contracts

The Board of School Directors may, from time to time, consider the approval of an exclusive rights contract if it will result in substantial benefit to the district, its schools and their respective students, and is not inconsistent with the district's mission, policies, and goals.

Prior to approving an exclusive rights contract, the Board of School Directors shall, after conducting a public meeting, determine whether the substantial benefit of the contract justifies the required advertising, sale of products, or other contract provision.

All such contracts must be issued in conformance with purchasing procedures established by law and Board of School Directors' policy.

Exclusive rights contracts shall not include provisions that would allow marketing activities, including advertising, to take place in locations specified in section 4.1 of this Policy (Advertising, Publishing in certain locations)

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<p>4. Restrictions on Advertising Activities</p>	<p>district classrooms, hallways, or lunchrooms, except that vending machines at all Radnor Township School District schools may display product names.</p> <p>3.8 Joint Contracts with Other Educational Entities</p> <p>The District may, on occasion, enter into contracts (“Group Contracts”) with other public school districts and educational entities for the provision of goods and services for the mutual benefit of the group. To the extent these Group Contracts contain a component pertinent to advertising, the District may enter into these Group Contracts even if they do not comply in all respects with the rest of this Policy. However, to the extent feasible, the District will seek to have the standards and guidelines established by and promulgated pursuant to this Policy apply to any Group Contract to which the District is a party. If the foregoing is not feasible, then the District shall issue disclaimers appropriate and applicable to the communications media where the advertising occurs.</p> <p>4.0 Prohibited Advertising Activities</p> <p>No advertising, sponsorship, or exclusive rights contract as defined or allowed by this policy shall be associated in any way with:</p> <ul style="list-style-type: none">• the sale of tobacco, alcohol, illegal drugs, gambling, or weapons;• any use of vulgar and plainly offensive, obscene, or sexually explicit language;• advocating the violation of law or district policy;• the advancement or the endorsement by the school district of any religious organization;• the advancement or the endorsement by the school district of any political organization or candidate for elected office;• Association with any company or individual whose actions are otherwise in violation of law.• Promoting hostility, disorder or violence.• Disparage any individual or group of individuals on the basis of handicap/disability, race, color, creed, religion, gender, sexual orientation, ethnicity or national origin. Libelous material.• Violation of the rights of others.• Disruption to the functioning of the school. <p>4.1 Advertising Prohibited in Certain Places</p> <p>Advertising is not permitted in certain locations. The list of locations where advertising is not permitted, includes but is not limited to the following areas:</p> <ol style="list-style-type: none">1. School busses, vans, and other vehicles used to transport students;2. Classrooms;3. Bathrooms; and4. Cafeterias;
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<p>5. Fundraising & Unavoidable Exposure Distinguished</p>	<p>4.2 Any advertising allowed by this policy shall be respectful of all people without regard to their disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics, or linguistic characteristics.</p> <p>4.3 Lists of Student Names Prohibited</p> <p>A list of students' names and/or their residential addresses, e-mail addresses and/or telephone numbers may not be released to an advertiser or to a sponsor. Similarly, participation in any venture that provides a vendor with the information allowing for the generation of such a list is prohibited. No student, in order to participate in a school program or school-sponsored activity, shall be required to provide personally identifiable data to the sponsor of a commercial activity. Students shall not be required to complete any survey or questionnaire that is designed to provide marketing information to a vendor or business about their interests and preferences for a particular vendor, business, or product.</p> <p>5.0 Student Fundraising Distinguished</p> <p>Solicitations of money by students and school-related groups shall be in accordance with district policy 229.</p> <p>5.1 Unavoidable Exposure Distinguished</p> <p>Commercial advertisements viewed by students are permitted during television programs, broadly circulated print media such as newspapers and magazines, or as part of internet access. The Board also recognizes that commercial advertisements are an integral part of Internet sites and cannot be regulated by the school district.</p> <p>5.2 Purchase of Goods and Services</p> <p>From time to time, the district may contract for goods and services, such as in its food service program, where the display of product names, logos and/or catch-phrases is unavoidable because of their being imbedded into the product or its mode of transportation. Such arrangements shall be issued in conformance with purchasing procedures established by law and School Board policy, and be necessary to the economical use of the goods and services, and shall not include provisions that would allow marketing activities, including advertising, to take place in district facilities other than where the product is being utilized.</p> <p>References:</p> <p>State Law regarding advertising on buses Chapter 171 - School Buses & School Vehicles</p>
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	<p>Sub-Chapter C - School Bus Body Standards Section 171.55 - Identification, part E</p> <p>Board Policies – Gifts, Grants and Donations (702); Naming Rights (701.1); Fundraising (229); Non-School Organizations/Groups/Individuals (913); Use of School Facilities (707).</p>
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