

<b>Bartlett City Board of Education</b>		<b>3025</b>
Descriptor Term: <b>SPONSORSHIPS AND ADVERTISING</b>	Descriptor Code: <b>Support Services</b>	Issue Date: <b>11/16/2017</b>
	Rescinds:	Revised:

1 In an effort to enhance the District’s athletic, artistic, and instructional program offerings, the Board  
2 establishes a District Sponsorship Program. Through the Program, Bartlett City Schools shall  
3 offer community partners the opportunity to promote their organizations while investing in public  
4 education as a District Sponsor. The Board authorizes the Superintendent to accept all  
5 sponsorships consistent with the mission and goals of the District that conform to this policy.

6 District Sponsor shall mean a community partner that provides financial or in-kind contributions  
7 to support BCS programs in exchange for strategic advertising opportunities. Advertising is  
8 defined as a communication promoting or encouraging the sale or use of an item or service or a  
9 communication recognizing a person or entity for a financial or in-kind contribution. Advertising  
10 does not include communications from parent teacher organizations, governmental agencies,  
11 child care facilities, or other substantially similar organizations. Advertising also does not include  
12 the naming of a school building, facility, or any part or area thereof.

13 Excluding the District Sponsorship Program and exceptions named herein, all advertising is  
14 prohibited in or about District property. Permissible forms of advertising include:

- 15 1. Advertisements consistent with the District Sponsorship Program.
- 16 2. Advertisements in school or District sponsored publications.
- 17 3. Advertisements which defray the cost of BCS construction projects, functions, or activities.
- 18 4. Informational advertisements regarding post-secondary career and educational  
19 opportunities.

20 Advertising shall be age appropriate, consistent with the educational mission and values of the  
21 District, and shall not promote any substance or activity illegal for minors. Advertisements  
22 containing religious messages or political advertising are strictly prohibited, and advertisements  
23 shall comply with the state and District family life curriculum.

24 District Sponsor advertisements and related contracts must be approved by the Community  
25 Outreach Coordinator, the Superintendent, and General Counsel. All written advertising contracts  
26 shall include a termination for convenience provision and shall be reviewed and approved by  
27 General Counsel. No BCS vehicles or busses shall display advertisements unless first approved  
28 by the Board.