ADVERTISING, SPONSORSHIP, LICENSING AND OTHER COMMERCIAL ENDEAVORS

Advertising is defined as "paid space" and has the primary purpose of advancing the name, product, service, or special interest of the advertiser.

Sponsorship takes place when businesses, corporations, or individuals underwrite the cost of a program(s) or service(s) provided in schools.

Licensing is an exclusive agreement with a company or organization to provide a specific product or service.

Advertising, sponsorship, and licensing in the Rochester Community Schools will be subject to standards of good taste, and model and promote positive values for our students and District.

Advertising, sponsorship and licensing will be prohibited if it:

- Promotes hostility, disorder or violence
- Attacks ethnic, racial, or religious groups
- Creates additional liability for the district
- Invades the rights of others
- Inhibits the functioning of the school
- Overrides the school or district's identity
- Promotes, favors or opposes the candidacy of any candidate for election, adoption of any bond issue or public question submitted at any general, county, municipal or school election
- Promotes the use of drugs, alcohol, tobacco, or firearms
- Causes material or substantial disruption of district activities
- Accesses students as a captive audience by placing permanently affixed advertisements in classrooms and commons areas where students have no choice.

Appropriate media and venues for advertising, corporate sponsorship, and licensing might include:

- District level publications (i.e. Rochester Community Schools Update, calendar)
- Television
- Electronic media
- Student newspapers, yearbooks, playbills, handbooks, planners, staff newsletters and publications
- Community Education publications
- District level activities at state tournaments
- Signage
- Parent information packets

School/community related organizations might, with the principal's approval, use school bulletin boards and P.A. systems free of charge, to disseminate information on applying for membership, activities, schedules and events. (Examples of organizations might include PTA, Rochester-Avon Recreation Authority, and others.) All bulletin board postings are subject to the same guidelines as listed for advertisers.

All advertising will be coordinated through the Rochester Community Schools Community Relations Department. Advertising rates will be established by the department based on reach and number of exposures. All advertising will be subject to the approval of the Superintendent/ designee with the exception of advertisements placed in student publications associated with the curriculum including yearbooks, playbills and programs which will be subject to the approval of the building principal/designee.

Sponsorship will be coordinated through the Rochester Community Schools Foundation. Sponsorships will be solicited to underwrite specific programs, services and projects throughout the district. Sponsors will be recognized in accordance with Regulation 7230.

The Rochester Community Schools Division of Business will coordinate licensing in accordance with all legal requirements mandated by state and federal legislation. Any advertising associated with licensing will be subject to the guidelines established by this regulation.

Approved: February 16, 1998
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