

POLICY

Rochester Community Schools
Rochester, Michigan 48307

RELATIONS
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ADVERTISING, SPONSORSHIP, LICENSING AND OTHER COMMERCIAL ENDEAVORS

The Board of Education recognizes the value of advertising, corporate sponsorship, licensing and other commercial endeavors in the Rochester Community Schools. As such, the Board authorizes the superintendent/designee to pursue such endeavors as potential revenue sources.

All materials or activities proposed by outside sources for advertising, corporate sponsorship or licensing will be subject to approval by the Superintendent/designee on the basis of appropriateness. The primary purpose of each commercial endeavor entered into the District will be to support the objectives of the Rochester Community Schools.

The District is a non-public forum, thus it retains substantive power over the use of its property. The Board may restrict commercial endeavors based on the subject matter, identity of the advertiser, corporate sponsor, or licensee as long as the restrictions are reasonable in light of the educational value provided and/or benefit to the District.

The Board will seek contributions and sponsorship and recognize support as delineated in the Gifts, Donations and Contributions, Policy 7230.

The Superintendent/designee will develop guidelines and procedures to implement this policy.

Adopted: July 21, 1997
Revised: May 24, 1999