

Commercial Advertising/Merchandise Sales

The Board recognizes that district-sponsored commercial advertising and merchandise sales may provide an important source of revenue for its programs and activities. Such sales may be permitted as approved by the superintendent or designee and as provided by this policy.

“Commercial advertising” as used in this policy means use by any person, company, business or corporation, for personal or private gain, of any district media, including, but not limited to, school newspaper, yearbook or other printed material, flyer or circular; [radio, television,] video or any other electronic technology; or indoor or outdoor signage designed to:

1. Transmit a message offering any goods or services;
2. Cause or induce any other person to purchase any goods or services;
3. Increase demand for any goods or services.

Commercial advertising and merchandise sales approved by the district must be consistent with district mission, goals, Board policies and administrative regulations; promote positive values for district students through proactive educational messages that encourage student achievement and high standards of personal conduct.

The superintendent may consider for approval revenue-enhancing activities that include, but are not limited to, contracts or agreements for:

1. Exclusive advertising and/or rental, sale, lease or use of any product or service throughout the district or at specified locations or times to a person, business or corporation in exchange for goods or services (e.g., scoreboards, electronic message boards, athletic gear, exclusive right to sell beverages, bottled water, snacks, meals, etc.);
2. Products or services that require the dissemination of advertising to staff, students, parents or others or allow any person, business or corporation to obtain information from staff, students, parents or others for the purposes of market research (See Board policy KI - Public Solicitations in District Facilities);
3. The use of district facilities or grounds in exchange for products, services or financial considerations (cell phone towers, etc.);
4. Technology hardware, software, satellite hook-up and/or access in exchange for free or reduced prices and/or fees and/or advertising rights, or agreement to use equipment a certain number of hours of the day, month, etc.;

5. Naming rights to district property in exchange for goods, services or monetary considerations.

Limited commercial advertising shall be allowed for purposes of fund-raising “backer boards” which shall permit the display of signs acknowledging donations by commercial donors which may be placed in school gymnasiums and/or athletic field fences. The content of such displays shall be in compliance with Board policy KJ - Commercial Advertising/Merchandise Sales. The superintendent or its designee shall approve all such postings. In the event that such postings are pursuant to fund-raising efforts by a booster club, then the superintendent shall require such booster club to execute an agreement reflecting board policy and administrative regulations related to the content and requiring all such advertisements to comply with Board rules and administrative rules. The district does not intend to create an open or public forum by allowing such boards and reserves all rights to review material and content of such boards and to deny placement of any such boards pursuant to its policies and administrative regulations or to cancel such fund-raising programs.

Contracts shall include a provision allowing the district to terminate the contract if it is determined by the district to have an adverse impact on district programs, services or activities. Revenue derived shall be used for programs, services and/or activities [designed to enhance student achievement, assist in the maintenance of existing district programs, services or activities and/or to provide scholarships for students who demonstrate financial need and merit] [as determined by the district].

All contracts considered for approval are subject to the competitive procurement requirements of Board policies DJ - District Purchasing, DJC - Bidding Requirements and the local contract review board’s public contracting rules. Competitive procurement as used in this policy includes monetary as well as in-kind contributions (i.e., scoreboards, computers, other equipment or materials).

END OF POLICY

Legal Reference(s):

[ORS 279B.055](#)

[ORS 332.107](#)

Cross Reference(s):

GBC - Staff Ethics

GBI - Gifts and Solicitations

KJA - Materials Distribution