

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. Commercial advertising and merchandising approved by the district must be consistent with district mission, goals, Board policies and administrative regulations. Such sales may be permitted 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, 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.

The superintendent may approve 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, message boards, athletic gear, exclusive right to sell beverages, bottled water, snacks, meals, etc.);
2. The use of district facilities or grounds in exchange for products, services or financial considerations (cell phone towers, etc.);
3. 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.;
4. Naming rights to district property in exchange for goods, services or monetary considerations.

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 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 279.015 \(2\)\(a\)](#)

[ORS 332.107](#)

[ORS 332.593](#)

[ORS 339.880](#)

[ORS 646.185](#)

32 Op Atty Gen 209 (1965).

46 Op Atty Gen 239 (1989).