



PLACE YOUR AD HERE!

(SUBJECT TO CERTAIN TERMS, CONDITIONS AND RESTRICTIONS CONTAINED IN BOARD POLICY #913.1)

**Update of School Board Policy #913.1 -
Advertising and Other Commercial Activity on
School Property**

BOARD POLICY #913.1

○ Purpose

- Potential source of revenue for programs/activities
- Ensure ads do not interfere with the district's educational programs or exploit its students

○ Definition of Advertisement

- Payment of money or economic benefit;
- In exchange for the oral, electronic or written placement on school district property or in district media;
- Of a name, slogan, brand, trademark, logo or other message that promotes a product or service or identifies an individual's or business entities support or sponsorship of one or more district activities or programs.



BOARD POLICY #913.1

- Approval by Superintendent **or designee**:
 - Director of Athletics – Athletic Boosters or athletic related advertising;
 - Building Principal – building-based or activity based advertising;
 - Director of Communications – district-wide events or activity-based advertising.
- District approved form.
 - Location, size and materials
 - Color representation of the advertisement
 - Text or oral statements
 - Duration of advertising



BOARD POLICY #913.1

○ Types of Media

- Student or district-sponsored publications
- Instructional aides furnished by private sources
- **Signage and/or other promotional materials displayed on athletic fields and facilities**
- Spectator programs in connection with extracurricular activities
- Product names on vending machines and/or other products and services purchased pursuant to contract
- Public address or similar announcements
- Oral or written acknowledgement of support and/or sponsorship of district programs or activities
- **Signage or placards on district facilities**



BOARD POLICY #913.1

○ Content Restrictions

- District shall not accept or permit advertisements that specifically:
 - Promote the sale of tobacco, alcohol, or illegal drugs;
 - Promote the sale or use of firearms or other weapons;
 - Contains vulgar, offensive, obscene or sexually explicit language;
 - Advocates the violation of law or district policy;
 - Promotes or incites hostility, disorder, or violence;
 - Disparages any person, group or organization;
 - Contains libelous or potentially libelous statements;
 - Contains content that is associated with a company or individual whose actions are otherwise in violation of law;
 - Contains content or promotes a product or service that is inappropriate in a public school setting or is otherwise inconsistent with the mission and obligations of the district.



BOARD POLICY #913.1

○ Banner Advertising Locations

- Pine-Richland Stadium/Richland Elementary Stadium – Advertisements may be displayed between the 30 yard lines on both the home and visitor sideline.
- Baseball/Softball fields – Advertisements may be displayed on the outfield wall of each playing field.
- Gymnasiums – Advertisements may be displayed on the walls at the top of each bleacher section.
- Tennis Courts – Advertisements may be displayed on the facility's fence (opposite the spectator section).
- Any other location requires administration approval.



BOARD POLICY 913.1

○ Banner Advertising Guidelines

- Not exceed 3' x 6' in size
- Restricted to company logo, slogan and contact information
- May be displayed the day of the game/event (provided they do not interfere with another groups advertising rights)
- Advertisements must be immediately removed following the game, contest or event.



BOARD POLICY #913.1

○ Yard/Tent Sign Guidelines

- Not exceed 3' x 3' in size
- No balloons, flags, windsocks or other obstructing objects
- Shall not block sidewalks, roadways, entrances/exits or other access points of the district
- Limited to the organization advertising or sponsoring the event
- Signs should not be placed more than two weeks before the event
- Signs should be removed within two business days following the event
- District may limit number and location



BOARD POLICY #913.1

- Logo, Mascot, Color and Name
 - Must comply with parameters outlined by the Communications Department
 - Found on our website
 - Use of alternate logos



BOARD POLICY #913.1

○ Revenue Split Rationale

- Balance the desire to provide diverse opportunities through academic/extracurricular activities, while acknowledging the impact on the taxpayer.
- Need to offset costs for the district to provide the programs while supporting the groups and organizations who provide support above and beyond the basic necessities of the program.



BOARD POLICY #913.1

○ Revenue Split

- Twenty-five percent (25%) of any and all advertising revenue obtained by booster groups shall be provided to the school district.
- Seventy-five percent (75%) goes to the booster group.
- Only applies to Yard/Tent Sign Advertising, Banner Advertising, and other advertisements that will be physically placed on the property or physical structures of the district.
- Does not apply to event programs, oral announcements/sponsorships, and advertising that occurs off school property.
- Fee structure must be shared with district at time of approval, accounting of ad sales and revenue collected, and check to Pine-Richland School District's Business Office.

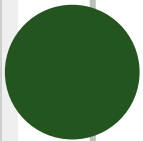
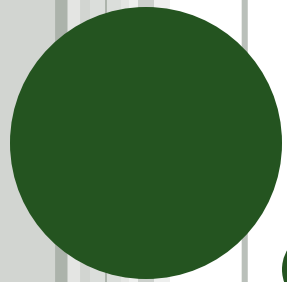


BOARD POLICY #913.1

○ Naming Rights

- Sole discretion of the district.
- Finder's Fee
 - 10% of the revenue brought in by the awarding of the naming rights by the school district.
- \$10,000 minimum to consider proposal to name Pine-Richland Stadium.
- Lesser amounts would be considered for other district facilities or venues.
- Written proposal, including location(s), specific signage proposals, number of years, cost per year, and any and all other terms sought by proposing company or organization.
- Proposals sent to Dir. of Finance and Operations and Dir. of HR and Legal Affairs.





QUESTIONS?



HOLD YOUR EVENT HERE!

**(SUBJECT TO CERTAIN TERMS, CONDITIONS AND RESTRICTIONS CONTAINED IN
BOARD POLICY #707)**

**Update of School Board Policy #707 -
Use of School Facilities**

BOARD POLICY #707

○ Purpose

- School district facilities are provided by the taxpayers to meet the educational needs of the community
- Primarily available to support the K-12 instructional and extracurricular programs
- When not in use, should be opened to the community or other organizations

○ Considerations During Revision

- Fee structure
- Employee vs. Individual Capacity
- Non-profit vs. For-profit
- Community based vs. Outside organizations



BOARD POLICY #707

○ Classifications

• Class I

- PR sponsored and approved interscholastic athletic teams
- PR sponsored and approved student groups, clubs and other extracurricular activities
- Board-recognized parent-teacher organizations or associations

• Class II

- Athletic program, team or activity that receives funding from PRSD to offset expenses
- District-recognized booster organization that supports a Class I or Class II district program
- 501(c)(3) non-profit corp. that provides programs and activities for benefit of Twp. of Pine and/or Richland Twp. (75% of participants from Pine and/or Richland Twp.)



BOARD POLICY #707

○ Classifications (Cont.)

- Class III
 - For-profit company that provides programs and activities for benefit of Twp. of Pine and/or Richland Twp. (75% of participants from Pine and/or Richland Twp.)
- Class IV
 - All other individuals, organizations and groups not included in Class I, Class II, or Class III.



BOARD POLICY #707

○ Fee Structure

- Class II

- If it had a per hour rental rate, it was increased by \$5.00

- Class IV (Previously Class III)

- Rates were cut by approximately 50%

- Class III (New Class)

- Split the difference between the Class II and Class IV rates

○ Begin June 1, 2016



BOARD POLICY #707

○ Limitations/Conditions of Use

- Applications submitted fourteen (14) days in advance for Class I
- Applications submitted forty-five (45) days in advance for all other classes
- Class III and IV must pay a \$500 security deposit
- Class II, III and IV must carry comprehensive general liability insurance with minimum single limits of \$1,000,000 and name the PRSD as an additional insured
- Depending on size and location of event a site manager may be required
- Advertising must indicate the event is not a PRSD event

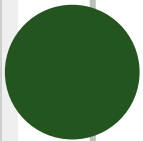
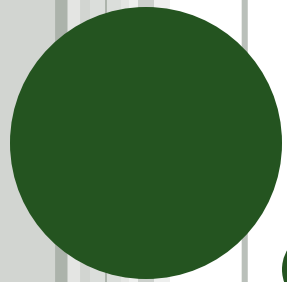


BOARD POLICY #707

○ Prohibited Activities

- Possession, use or distribution of illegal drugs or alcoholic beverages
- Possession of weapons of any kind
- Conduct that would alter, damage or be injurious to any district property, equipment or furnishings
- Conduct that would violate Federal, state or local laws and/or regulations
- Gambling and games of chance, unless a license has been obtained and the game is approved by the Board or administration
- Use of tobacco products on school property or in school buildings





QUESTIONS?