



Book	Administrative Regulations
Section	900 Community
Title	Advertising and Other Commercial Activity on School Property
Code	AR913.1
Status	Administrative Regulation
Adopted	December 23, 2015
Last Reviewed	December 16, 2019
Prior Revised Dates	Form revised in 2019

All advertisements or other commercial activity on school district property done in conjunction with school district-sponsored events or publications must receive prior approval of the Superintendent or his/her designee. Any advertisements or commercial activities engaged in without prior approval are prohibited.

Any booster group or organization accepting advertisements for the publication, placement or promotion in publications or other media distributed, produced or published by the booster organization shall not be subject to the approval process outlined below. However, booster groups or organizations shall provide the school district with a final proof copy of the advertisement to be used so that the school district can verify that all content complies with School Board Policy 913.1 (Advertising and Other Commercial Activity On School Property) prior to final printing and distribution.

Request Process

All requests for advertisements on school property must be submitted to the following administrators 14 days prior to the proposed advertisement going to print or publication:

- Director of Athletics – All athletic booster organizations or athletic-related advertising (e.g., a sports team program);
- Building Principal – All building-based booster organizations or activity-based advertising (e.g., high school musical program);
- Director of Communications – All district-wide events or activity-based advertising (e.g., PROF fundraiser).

All requests for advertisements shall be made using the district approved form (see attached).

All requests for advertisements or other commercial activities must comply with all content restrictions and other requirements outlined in School Board Policy #913.1, including the construction, maintenance, storage and repair of any advertisements on school property.

Signage Locations

The district shall designate at each venue on school district property an area for which booster groups or organizations may solicit for advertisements. Advertisements and their display shall be restricted to these designated areas. If a booster group or organization wishes to advertise in an area not specifically listed below, the booster group or organization must receive pre-approval from the administration designated above.

Appropriate locations for banner advertisements shall be as follows:

- 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 spectators).

Signage Guidelines

Appropriate signage includes those that promote school-site based events, programs or activities conducted by district-sanctioned groups or organizations; contracted programs and services approved by administration and/or the school board; or programs and events pertaining to student/employee health and safety distributed by police, fire, health, and other governmental agencies.

A. Yard/Tent Signs

- Yard/tent signs should not exceed 3-feet by 3-feet in size;

- Signs shall not contain balloons, flags, windsocks or any other obstructing objects, including spotlights/lighting or sound/visual electronics;
- Signs shall not be placed as to block sidewalks, roadways, building entrances/exits or other access points to district facilities;
- Signs should not contain advertising logos or promotions for any business/organization other than the approved organization and/or event to be advertised;
- Signs should not block existing signs;
- Existing signage should not be moved or removed upon placement of the sign;
- Signs shall not be placed more than two weeks prior to the advertised event;
- Signs shall be removed by the requesting organization two business day following the event being advertised;
- The district may limit the number of signs to be posted so as not to clutter or detract from the ascetics of the building campuses;
- Building principals or the Director of Facilities Management may determine the placement of signage at their sole discretion.



Banner Advertising

- Banner advertisements should not exceed 3-feet by 6-feet in size;
- Banner advertisements shall be restricted to the company's logo, slogan and contact information;
- Advertisements placed on district facilities by booster groups or organizations may be displayed/hung on the day of the game, contest or event (provided the displaying/hanging of such banner advertisements do not interfere with another booster group or organization which is also using the advertising space on the same day);
- Advertisements placed on district facilities by booster groups or organizations must be immediately removed at the conclusion of each game, contest, or event.



Other Advertising

- Any other advertising opportunities that do not fall within (A) and (B) above must be submitted to the school district's administration for approval.
- The request must be submitted on the school district approved form at least fourteen (14) days prior to the advertising going to print or publication.

Signage that does not adhere to the guidelines above or poses any other safety risk may be removed by the school district in its sole discretion.

Logo, Mascot, Color and Name Usage Guidelines

If a district-sanctioned group or organization chooses to use the Pine-Richland School District logo, mascot, colors or name, all advertisements or sponsorships shall adhere to the general guidelines below as well as the detailed specifications and logo/mascot images found on the district's website at www.pinerichland.org/logo:

- Use original district logo and mascot design files and do not redesign, redraw or alter them from the original designs.
- Re-size the logo and mascot images as needed, but retain all proportions to avoid distortion.
- Follow the color values listed within the specification guideline to the left when using the Pantone Matching System, Hexadecimal or the RGB (Red, Green & Blue) values.
- Hyphenate Pine-Richland. Do not incorporate the hyphen when abbreviated. Correct usage examples include: Pine-Richland, Pine-Richland School District, Pine-Richland High School, PR, PRHS, PRSD, etc.
- Copy or text should incorporate a standard font such as a Times New Roman, Arial, and/or Tahoma.

Revenue

Public school districts, including Pine-Richland, are consistently facing fiscal challenges and must balance the desire to provide diverse opportunities to our student body, both academically and through extracurricular activities, while acknowledging the financial impact on the residents and taxpayers of the entire school district. To provide a balance between the district's need to offset the cost of supporting the academic and extracurricular programs of the school district, while supporting those groups and organizations who are providing support above and beyond the basic necessities of operating those programs, the school district believes an equitable split in the advertising revenue is appropriate.

Twenty-five percent (25%) of any and all advertisement revenue obtained by booster groups or organizations shall be provided to the school district. The remaining revenue shall go to the booster group or organization. The sharing of revenue 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 school district. The sharing of revenue does not apply to items such as event programs, oral/announced sponsorships, and advertising that occurs off of school district property.

As part of the approval process, each group or organization who elects to sell advertising shall provide the school district with the fee structure associated with the advertising campaign. The twenty-five (25%) share of the advertising revenue shall be turned over to the Pine-Richland School District's Business office by way of check issued to the Pine-Richland School District along with an accounting of the ad sales and revenue collected. Advertising revenue shall be remitted to the school district within thirty (30) days of the advertisement first being displayed on school district property.

Naming Rights

The naming rights of any facility on school district property shall be at the sole discretion of the school board. Any booster group or organization who solicits and obtains a proposal for the naming rights of a facility shall receive a finder's fee in the amount of ten percent (10%) of the revenue brought in by the awarding of the naming rights by the school

district to the particular entity. A minimum threshold of \$10,000 per year must be reached before the school district will consider an offer to award naming rights at Pine-Richland Stadium. Lesser amounts would be considered for other district facilities or venues. Naming rights are considered the highest level of advertising in the school district.

Any organization or entity wishing to submit a proposal for naming rights of any school district facility must submit a written proposal, including the location(s), specific signage proposals, proposed number of years, cost per year, and any and all other terms sought by the proposing entity. Such proposals shall be submitted to the Director of Financial and Operational Services and the Director of Human Resources at the school district's central administration office located at 702 Warrendale Road, Gibsonia, PA 15044.

Exclusive Rights Contracts

Any requests for exclusive rights contracts must be made in writing and submitted to both the Director of Financial and Operational Services and the Director of Human Resources at the district's central administration office located at 702 Warrendale Road, Gibsonia, PA 15044.

Such requests must contain a detailed description of the services or products to be provided to the school district, the proposed financial terms of the agreement and the contract length.

Requests for exclusive rights contracts will be reviewed by administration and, if appropriate, brought to the board of directors for discussion, review, and approval. No exclusive rights contracts may be entered into without board action.

[AR913.1 Ad Sponsorship Form.pdf \(112 KB\)](#)