

	<ol style="list-style-type: none"> 2. Instructional aids including technology furnished by private sources when the advertising is reasonable, and nonintrusive; such instructional aids must be used in a manner that is consistent with the district’s policies and practices related to curriculum and instruction, content, and the use of district property. 3. Signs of any type on district property must meet the municipality’s sign code and school district approval. 4. Advertising in the program for an extracurricular activity. 5. A pro-school advertisement for an organization approved by the Superintendent 6. The display of product names on equipment that has been placed in the school for the use of students, staff, and the public. 7. Incidental advertisements that appear when students are using various Internet services.
<p>4. Procedure</p>	<p>All organizations, including PTO, Post Prom and other such groups, wishing to use facilities to advertise in accordance with this policy must submit a written application to be approved by the Superintendent. The Superintendent or designee shall be solely responsible for the processing of applications.</p>
	<p>The request to advertise must include a description of the location requested, an accurate color representation of the advertisement with size and materials indicated and the period during which the advertising will remain in place.</p> <p>The Superintendent may consult with the Facilities Department before granting approval for advertising on district-owned or leased real property. If requested, the Facilities Department shall verify that the proposed advertising is in compliance with district safety and maintenance standards.</p>
<p>5. Business Advertising</p>	<p>All requests to raise funds through the solicitation of business advertisements must be submitted to the appropriate principal, and approved by the Superintendent or designee.</p>
<p>6. Mode</p>	<p>This policy statement acknowledges that a wide variety of advertising media can be used. The list of media may include but not be limited to fences, billboards, posters, flags, score boards, publications, clothing, book bags, school supplies, web pages, TV, radio, and audiovisual materials.</p>
<p>7. Construction and Maintenance</p>	<p>It will be the responsibility of the requesting to provide advertisement specifications including drawing and materials. Final approval of the installation requires district inspection and approval and must meet local municipal code. The Colonial School District will not be responsible for construction, installation, maintenance, and</p>

	<p>repair, including repair of damage from vandalism. Colonial School District will not be responsible for storage or periodic reinstallation. All advertisements that are not maintained to acceptable standards must be repaired at the cost of the advertiser or removed upon notification. Upon failure to remove within the time of notification designated by the Superintendent or designee, the advertisement will be removed by the Colonial School District at the expense of the requesting organization.</p>
8. Change in Circumstances	<p>In the event of an unforeseen Change in Circumstances with regards to the advertiser or product advertised, the Superintendent has the authority to terminate all advertising as set forth in this policy at no financial penalty to the Colonial Board of School Directors. In this event, the District may remove all advertisements as set forth in this policy.</p>
9. Exclusions	<p>The school district reserves the right to exclude businesses.</p>
10. Exclusive Rights Contracts	<p>The Board of School Directors may, from time to time, consider the approval of an exclusive rights contract if it will result in substantial benefit to the district, its schools and their respective students, and is not inconsistent with the district's mission, policies, and goals. The Board's consideration of such benefit may include but is not limited to the impact on students, as well as the amount of funds that will be generated, how the funds will be used, and what alternative sources of funding are available.</p> <p>All such contracts must be issued in conformance with purchasing procedures established by law and Board of School Directors' policy. Only those sites approved by the Board of School Directors shall participate in an exclusive rights contract.</p> <p>Exclusive rights contracts shall not include provisions that would allow marketing activities, including advertising, to take place in district classrooms, hallways, or lunchrooms, except that vending machines at all Colonial School District schools may display product names.</p> <p>Prior to approving an exclusive rights contract at a public board meeting, the Board of School Directors shall determine whether the substantial benefit of the contract justifies the need to advertise, sale of product, or other contract provision.</p>
11. Purchasing of Goods and Services	<p>From time to time, the district may contract for goods and service, particularly in its food service program, where the display of product names is necessary. Such arrangements shall be issued in conformance with purchasing procedures established by law and School Board policy, and be necessary to the economical use of the goods and services, and shall not include provisions that would allow marketing activities, including advertising, to take place in district facilities other than where the product is being utilized.</p>

12. Prohibited Commercial Activities	<p>No advertisement as defined or allowed by this policy shall be associated in any way with the sale of tobacco, alcohol, illegal drugs, or weapons; contain vulgar and plainly offensive, obscene, or sexually explicit language; advocate the violation of law or district policy; advance any religious or political organization; promote, favor, or oppose a candidate for elected office or a ballot measure; or be associated with any company or individual whose actions are otherwise in violation of law.</p> <p>The district shall provide no personally identifiable data about a student to the sponsor of a commercial activity without the consent of a parent/guardian, unless approved by the Superintendent and/or his/her designee, and in conformance with the Protection of Pupil Rights Act (PPRA) and Family Educational Rights and Privacy Act (FERPA). Likewise, no student, in order to participate in a school program or school-sponsored activity, shall be required to provide personally identifiable data to the sponsor of a commercial activity without the consent of a parent/guardian, unless approved by the Superintendent and/or his/her designee, and in conformance with the PPRA and FERPA.</p> <p>Students shall not be required to complete any survey or questionnaire that is designed to provide marketing information to a vendor or business about their interests and preferences for a particular vendor, business, or product.</p> <p>Any advertisement allowed by this policy shall be respectful of all people without regard to their disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics, or linguistic characteristics.</p>
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