

Policy

ADVERTISING ON SCHOOL PROPERTY FOR ATHLETIC AND CO-CURRICULAR FUNDRAISING

The Board of Education recognizes and appreciates the financial support received from Federal and State funding sources and from local taxpayers. The Board desires to expand revenue sources for the financial needs of the school district and authorizes advertising on school property consistent with applicable State and local laws, codes, and ordinances. "School property" for the purposes of this policy includes, but is not limited to: school district owned real estate; school district owned or leased buildings; school district owned or leased vehicles, excluding school buses; school district electronic communication medium including the school district's website, school district electronic communications, school district television, and media productions; school district sponsored content on mass media outlets; and any other method of electronic or print communications published or used by the school district.

The Board of Education will permit athletic teams and co-curricular clubs the opportunity to fundraise via:

-) Advertisements on District approved removeable flags or banners that will be put up and taken down after each event;
-) Advertisements in athletic team and co-curricular club publications and print media;

District approved "removable flag" specifications are available in the Athletic Director's office. Advertisements on "removable flags" that do not adhere to the District approved specifications will not be permitted for display.

All athletic and co-curricular fundraising advertisements must be approved by the Principal or his/her designee prior to their display or publication.

Athletic and co-curricular fundraising advertisements that are not on removable flags and/or banners or in publications and/or print media must be proposed in writing to the Superintendent for review. The Superintendent in consultation with the Board will approve or reject the proposal.

Limitations on the content of advertisements on school property shall be consistent with the limitation provisions of N.J.A.C. 6A:27-7.11 – Limitations on Content of Advertisement on School Buses. The Board will not approve advertisement(s) on school property if the information contained in the advertisement:

1. Is false, misleading, deceptive, disrespectful, fraudulent, or libelous;
2. Contains material or language that is obscene, profane, vulgar, offensive, or reasonably determined not to be in good taste;
3. Promotes unlawful or illegal goods, services, or activities;
4. Promotes gambling, the sale or use of tobacco or tobacco-related products, or the sale or use of alcoholic beverages;
5. Promotes the sale or use of products designed for use in connection with sexual activity;
6. Depicts or glamorizes violent or antisocial behavior, or sexual conduct;
7. Declares or implies an endorsement by the Board of Education; or
8. Is political, religious, issue-related, controversial in nature, or not age appropriate.

The Board of Education will not allow any advertising on school property to become a public forum for dissemination, debate, or discussion of public issues. The Board, Superintendent, or Athletic Director has the authority to reject any and all proposals for advertising on school property that it deems to be inappropriate or not in the best interest of the Board of Education, the school district, or pupils.

An advertiser will be considered an independent contractor and shall not be deemed to be an agent, servant, employee, or representative of the Board. In the event an advertiser fails to provide service in accordance with the big specifications and contract for advertisements, the advertiser shall be considered in breach of contract. Cancellation of the advertisement and/or enforcement of advertiser's performance bond may result.

The Board reserves the right, at its discretion and at any time, to reject any advertising copy, whether or not it has previously acknowledged and/or advertised the exact or similar copy. No advertising space may be used or resold by the advertiser for the promotion, either directly or indirectly, of any business, organization, or enterprise other than the one defined in the original contract for advertisement.

The advertiser will protect, defend, and save harmless the Board of Education from any suits or actions of every nature and description brought against it by reason of the advertisement.

Adopted: April 2017, May 2017

Legal References: N.J.S.A. 18A:18A-1 et seq.; 18A:18A-4; 18A:18A-4.1; 18A:18A-4.2; 18A:18A-4.3;
18A:18A-4.4
N.J.A.C. 6A:27-10; 6A:27-11; 6A:27-12