

	<p>ADVERTISING & COMMERCIAL ACTIVITIES</p>	<p>Policy No. 4237 January 4, 2017 Page 1 of 2</p>
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It is the policy of the Seattle School Board to ensure that school sites remain focused on education, rather than as promoters of commercial activity. However, permitting some advertising or other corporate sponsorships may offer an opportunity for the district to gain revenue.

Advertising or corporate sponsorships shall not distract from learning. Advertising will only be permitted on high school athletic venues, which are locations where interscholastic athletic competitions are held. With the exception of advertising placed on athletic venue scoreboards, advertising on athletic venues in school buildings, e.g., gymnasiums, is only permitted to be visible during interscholastic athletic competitions. Revenues from athletic venue advertising will first and foremost enable equitable funding of the Associated Student Body (ASB) accounts. Advertising is also allowed on the school calendar and revenues received will support the publication of such.

All advertising or corporate sponsorships must be compliant with current District policies, procedures, and practices. In addition, advertising or corporate sponsorship that contains the following is prohibited:

1. Promotion of illicit drugs, alcohol, tobacco, marijuana, or firearms;
2. Promotion of hostility, disorder, or violence;
3. Attacks or demeans any group protected under the district's anti-discrimination policies: sex (gender); race; creed; color; religion; ancestry; national origin; age; economic status; sexual orientation including gender expression or identity; pregnancy; marital status; physical appearance; the presence of any sensory, mental, or physical disability; honorably discharged veteran or military status; or the use of a trained dog guide or service animal by a person with a disability;
4. Defamatory language or images;
5. Promotion or discouragement of religion in a manner contrary to law;
6. Promotion or opposition to a political candidate or ballot proposition;
7. Promotion of a food or beverage inconsistent with our competitive foods policy; and/or
8. Subject matter that is likely to inhibit the functioning of a school.

When approving advertising or corporate sponsorship proposals, the Superintendent or designee shall consider the foregoing and only contract for advertisements or corporate sponsorships that maintain the integrity of the learning environment, and are not in conflict with either established Board policies, the mission of Seattle Public Schools, or federal or state law. The Superintendent or designee is encouraged to support local ventures. Further, the type of athletic venue and the nature of the main users of the athletic venue should be considered in placement of advertisements.

The Superintendent is authorized to develop procedures for this policy, as necessary.

Adopted: September 2011

Revised: June 2012; January 2017

Cross Reference: Policy Nos. 3220; H66.00; H66.01

Related Superintendent Procedure: 4237 SP

Previous Policies: E02.00

Legal References: AGO 9503.00 1995 No. 3, Use of School Districts' Facilities by Student Groups for Religious Purposes

Management Resources: N/A