

ADVERTISING/REVENUE ENHANCEMENT

Revenue enhancement to achieve additional revenues for support of District programs will be conducted with limited commercial exposure.

The revenue derived will:

1. Enhance student achievement
- OR
2. Assist in the maintenance of District athletics and activities programs

The following restrictions will be in place when seeking revenue enhancement. Revenue enhancement activities will not:

1. Promote the use of drugs, alcohol, tobacco, firearms or certain products that create community concerns.
2. Promote hostility, disorder or violence
3. Attack ethnic, racial or religious groups
4. Discriminate, demean, harass or ridicule any person or group of persons on the basis of gender
5. Be libelous
6. Promote any religious or political organization
7. Promote, favor or oppose the candidacy of any candidate for election, adoption of any bond/budget issues or any public question submitted at any general, county, municipal or school election
8. Be obscene or pornographic as defined by prevailing community standards throughout the District
9. Inhibit the functioning of the school and/or school District
10. Override the school/school District identity
11. Use any District or school logo without prior approval

Individual schools may not endorse or imply endorsement of any product. All requests for endorsement should be directed to the Superintendent.

If a commission, rebate, or other consideration results from the sale of an approved product or service, it will become the property of the school and under no circumstances may be retained by an individual employee of Sweetwater School District #1.

Adopted: 7/28/77

Revised: 1/22/01