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ST. CROIX PREPARATORY ACADEMY ADVERTISING AT ATHLETIC FIELDS AND SCHOOL LOCATIONS Policy #905

I. PURPOSE

The purpose of this policy is to provide guidelines and procedures for commercial advertisements or promotions of products or services at School athletic facilities and locations. Such advertisements or promotions are permitted for the sole purpose of generation of revenue and not for the purpose of providing or creating a forum for general expression.

II. GENERAL POLICY

The School's policy is that the name, facilities, staff, students, or any part of the School shall not be used for advertising or promoting the interests of a commercial or nonprofit entity or organization except as set forth in this or other School policy. Advertising or promotion at any School athletic facilities or locations shall be subject to limitations consistent with the use of the facilities and the educational mission of the School. However, permitting an advertisement or promotion does not imply or constitute approval and/or endorsement of any product, service, organization, or activity.

Nothing in this policy obligates the School to permit advertising in any facility or location, and the School Board may unilaterally remove advertising from any location or facility if it is deemed to be in violation of this Policy or any other School policy, or if it falls into disrepair.

III. ADVERTISING GUIDELINES

- A. Advertisements at School facilities and on School property shall be limited to placement on athletic spaces including but not limited to the gym floor, turf field, fences, and on and around scoreboards and scoring tables. No advertisements may be placed in classrooms or general educational spaces.
- B. Advertisements shall be of such size, shape, material, and appearance as is appropriate for the location in which they are placed. The School may reject, refuse, or remove any advertisement of a size, shape, material, or appearance that is not appropriate for the location of the advertisement. The Executive Director or Executive Director's designee shall determine the appropriate size, shape, material, and appearance of for advertisements.
- C. The School shall not accept or permit advertising or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic, or illegal materials, including, but not limited to, goods and services that are illegal for minors to purchase, possess, or consume. The School shall also reject, refuse, or remove advertisements about religious, political, or other controversial topics. The School may reject or refuse advertisements it determines to be inconsistent with its mission or objectives as a public educational institution, including its prohibitions on harassment and discrimination, that distract from activities in the facility or property, or that detract from School spirit. The School may also reject or refuse advertisements it determines to be inappropriate for placement in the facility or location generally, to be inappropriate in the



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specific location proposed for the advertisement, or could reasonably cause a disruption to the education environment or orderly operation of the School or facility. For example, advertisements may be rejected if determined to be false, misleading, or deceptive, or if they relate to an illegal activity or antisocial behavior. Finally, advertisements may be rejected or refused if the placement of such advertisements would violate a pre-existing contractual obligation of the School.

- D. The Executive Director or Executive Director's designee shall be responsible for screening all proposed advertisements for appropriateness and compliance with this policy. Even if an advertisement is posted or approved, the advertiser has no right to continued placement of the advertisement after the end of the term of the contract for the advertisement, and the School retains the right to remove or alter the advertisement should it violate this or other School policy even if such violation had not occurred or was not known at the time that the advertisement was posted.

IV. SCHOOL BOARD APPROVAL

- A. All contracts for advertisements in School facilities or on School property must be approved by the School Board, and any revenue generated by contracts for advertisements must be used according to a plan specified by the School Board.
- B. The School Board may set rates for advertisements based on availability, visibility, size. The School Board may also set preferential rates for advertisers based in Minnesota or in geographic proximity to the School or for advertisers with a particular connection to the School. The School Board may not set rates based on any criteria that would violate the School's anti-discrimination policies.
- C. The School Board may also accept donations or gifts from entities and may thank or acknowledge such donations by displaying materials identifying the source of the donation or sponsorship. In such an instance, the School Board shall retain full control over the appearance of the material, including the color and text, as well as the location of the acknowledgment.

V. PROCEDURE

- A. Reasonable efforts will be made to permit all potential advertisers to have an equal opportunity to place advertisements in locations determined to be appropriate by the School Board. Such an opportunity is not required, however, and advertisement locations may also be contracted for on a first come, first serve basis.
- B. The terms of the contract for any advertisement may be negotiated by the Executive Director or other School staff, but the final approval may only come from the School Board. Consistent with the foregoing, even after final approval is granted by the School Board, an advertisement may be removed, altered, or rejected if, at any point, the advertisement is deemed not to comply with this Policy.
- C. The School Board may, in its discretion, require that the text or appearance of an advertisement be provided prior to final approval. The School Board may also approve the contract for advertising and designate approval of the appearance of the advertisement to the Executive Director or the Executive Director's designee.



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- D. Communication related to advertisements, whether proposed, approved, rejected, refused, or otherwise, shall be retained by the Executive Director or the Executive Director's designee for a period consistent with the School's data retention policy. This includes record of any advertisements that are rejected by the School for failure to comply with the substantive or procedural limitations or requirements of this Policy.

Legal References:

Cross References:

DOCUMENT # 427.Revision.a

ADOPTED BY THE BOARD:

REVISED BY THE BOARD: 02/18/2020

EFFECTIVE DATE: 02/18/2020