

ADVERTISING IN SCHOOLS/DISTRICT
(And Corporate Sponsorship)

Revenue enhancement

Colorado Springs School District 11 (the District) shall seek to enhance revenue through advertising and/or corporate sponsorship. All such advertising shall meet standards of good taste and reflect positive values.

There shall be multiple levels of sponsorship for advertisers. Negotiation of all agreements and contracts with a total value of less than \$1,000 may be negotiated with final approval made separately within each level. Contracts and agreements with a value of \$1,000 or more shall be negotiated and final approval made only by a centrally-designated office. All exclusive contracts will be negotiated through the District's Procurement Department (see Board Policy DJ).

Corporate support for District-wide programs shall be managed from the Office of Volunteer Services and Community Partnerships (Volunteer Services)

No individual or school contract for District-wide programs may be made with the corporate supporter/advertiser except through Volunteer Services

Corporate support for an individual school or school's programs shall be reported to Volunteer Services and managed by the principal or designee.

Individual support for an individual school or school's program shall be reported to Volunteer Services and managed by the principal or designee.

Student promotions/sales

Commercial goods, services, or promotions shall not be displayed, advertised or sold to students on school premises without permission from the principal. (see Board Policy KHA)

Adopted September 1972
Revised March 10, 1982
Revised January 1985
Revised June 1993
Revised May 1995
Revised May 28, 2014

CROSS REF.: BCB, Board of Education Member Conflict of Interest
 DJ, Procurement and Contracting
 GBEA-E-1, Staff Ethics/Conflict of Interest
 KHA, Public Solicitations in Schools/Departments
 KHB-R, Regulation to Policy KHB, Advertising in Schools/District

KHE, Political Solicitations in Schools/District
KI, Visitors to Schools

Policy Owner: Office of Communications and Community Relations and Volunteer Services/Community Partnerships