

ADVERTISING, SALES AND PROMOTIONS

In recognition of the opportunities available to the District to obtain personal property or funds to support the District's goals and programs through donations, advertising and/or sponsorships, the District may accept advertising or promotional materials, or donations of property containing an advertisement or promotion, in accordance with the procedures and criteria set forth below:

1. Acceptance of Advertising, Sales and Promotions

The District, its schools, organizations, employees or agents, in compliance with administrative procedures, may solicit or accept advertising, sales or promotions, and may display or announce such advertising, promotion or sponsorship on District property, equipment or materials, or in District publications or at District events, if the acceptance of such advertising, sales or promotions benefits the District by furthering District goals, enhancing the educational process or by providing a savings to District taxpayers.

Any such advertising, sales or promotions shall be designed and presented so as not to interfere with or detract from the goals of the District or the educational process.

The design or content of all advertising, sales or promotions will be reviewed by the Board of Education, which will have the authority to approve the advertising, sales or promotions.

2. Restrictions

No advertising, sales or promotions for any alcoholic beverage, tobacco product or other harmful substance shall be accepted for any District property, organization, publication or event. Nor shall the District accept any advertising, sales or promotions from or on behalf of any enterprise or individual whose primary business is the sale of alcoholic beverages, tobacco products or other harmful substances, as determined by the Board of Education.

This restriction shall not prohibit advertising, sales or promotions by or on behalf of enterprises (e.g., grocery stores, restaurants, bowling alleys, etc.) which sell alcohol or tobacco products as an ancillary part of a business.

3. Discretion of District

The District reserves the right to refuse any advertising, sales or promotions which does not comply with this policy. The District may also set forth other requirements or conditions for acceptance of any advertising, sales or promotions to protect or promote the interests of the District.

LEGAL REF.:	Section 118.12 Wisconsin Statutes
APPROVED IN PART:	April 18, 1983
REVISED:	December 18, 1995
	April 19, 2010