

## **PAID ADVERTISING**

Revenue enhancement through a variety of district wide and district approved marketing activities such as advertising, corporate sponsorship, signage, is approved. Such advertising will seek to model and promote positive values for the students of the Brunswick School Department, including messages that encourage student achievement and the establishment of high standards or personal conduct.

Revenue enhancement may include:

1. Fixed signage
2. Banners
3. District-level publications
4. Individual school publications
5. Television and radio broadcasts
6. District level projects
7. Expanded use of facilities (concerts, rallies, etc.)
8. Posting of participating sponsors on district or school webpages
9. Marquees – electronic or non-electronic

Revenue enhancement shall not:

1. Promote hostility, disorder, or violence
2. Include any reference to ethnic, racial, or religious groups
3. Discriminate, demean, harass, or ridicule any person or groups of persons
4. Be libelous
5. Inhibit the functioning of the school and/or school district
6. Override the school/school district identity
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
9. Promote the use of drugs, alcohol, tobacco, weapons or other unhealthful behavior
10. Promote any religious or political organization
11. Contradict any Brunswick School Department policy

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The revenue derived shall:

1. Enhance student achievement
2. Assist in the maintenance of district athletics and co-curricular programs
3. Provide scholarships for students participating in athletic, academic, and co-curricular programs who demonstrate financial need and merit
4. Enhance student nutrition through support of the district Food Services program

The method and content of any revenue-enhancing advertising shall be approved by the Superintendent or his/her designee.

The Superintendent of Schools shall develop regulations to implement this policy.

*Adopted: 3/23/2016*