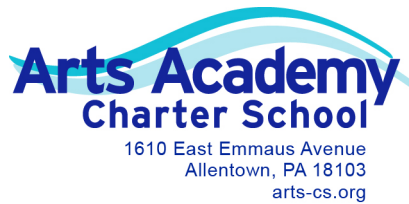


Adoption Date:	02/23/2015
Revision Date(s):	



Board Policy 4.6 – Commercial Advertising

Commercial Advertising

The Board recognizes the sale of advertising in AACS regulated facilities can serve as an important source of revenue enhancement. It is the objective of this policy to establish parameters for such advertising.

This Policy governs all advertising within school facilities, in event program booklets/brochures, on school-sponsored event uniforms and at school-sponsored activities. Any and all advertisements and/or the content thereof are subject to prior approval of the AACS in accordance with the requirements of this policy and any administrative procedures and practices established pursuant thereto. Any advertising not in compliance with this Policy shall not be deemed to be approved by the school and must be immediately discontinued.

With the exception of advertising of school-related or school-sponsored events and activities, all advertising within AACS and at School-sponsored events shall be limited to the paid sale/lease of commercial advertisement space, subject to the restrictions of this Policy.

Facilities/Property Naming Rights Not Permitted through this Policy

With the exception of advertising of school-related or school-sponsored events and activities, all commercial sponsorship within AACS and at school-sponsored events shall be limited to the paid sale/lease of commercial advertisement space, subject to the restrictions of this Policy. Commercial sponsorships shall not be used to obtain naming rights to any School facility or to School property. Sponsors may seek naming rights to a School event under this Policy.

Legal Compliance

AACS shall comply with all applicable state and federal laws in its approval and/or denial of advertisement requests and/or removal of advertisements from School facilities or events.

Advertising fees shall be subject to the approval of the Board. All proceeds from the sale of advertising at AACS facilities shall directly benefit of the AACS and shall be in compliance of all laws and school regulations, including Title IX expenditures.

Severability

Adoption Date:	02/23/2015
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The provisions of this policy are severable, and if any of its provisions shall be held invalid or unconstitutional to any extent, such decision shall not effect or impair any of the remaining provisions of the policy. It is hereby declared to be the intention of the School Board that this policy would have been adopted if such invalid or unconstitutional provision had not been included herein.

AACS Non-Endorsement of Advertisements

Advertisements from commercial sponsors permitted by AACS pursuant to this Policy do not indicate the school's endorsement or approval of the matters presented in the advertisements. The school reserves the right to clearly communicate that AACS does not endorse the organization, and the school may require advertisers to clearly state such within the advertisement. At the school's discretion, such communication may be placed within, below, or near any or all advertisements in addition to or in lieu of in-add disclaimers.

Certain Advertising Prohibited

All advertising by sponsors pursuant to this policy shall be commercial in nature, in keeping with standards of good taste, appropriate for school-aged children, and not seek to promote, encourage or engage in any of the following:

1. Support any noncommercial message or position, including personal, religious and/or political viewpoints.
2. Make false, misleading, deceptive or unwarranted statements or claims. Executive Director or designee retains the right to ban forms of commercial communication that are more likely to deceive or mislead the public than to inform it.
3. Infringe upon another person's rights through plagiarism, unfair imitation of another person's program idea of copy, or any other unfair competition.
4. Disparage a competitor or a competitor's products or services.
5. Advertise lotteries or other games of chance.
6. Contain slanderous, obscene, sexual, profane, vulgar, repulsive, or offensive matters, either in theme or in treatment.
7. Appeal for funds.
8. Contain testimonials that cannot be authenticated.
9. Contain threatening or language or images.

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10. Declare or imply an endorsement by AACCS of any service, product or point of view.
11. Promote the sale or use of alcohol or tobacco products.
12. Promote unlawful or illegal goods, services or activities.
13. Advocate for the violation of law or School policy.
14. Constitute advertising which violates local, state or federal law when done on school AACCS property.

Procedures

AACCS students, faculty and/or booster/parent groups are required to obtain the written approval of the Executive Director prior to soliciting advertisers or advertisements. To obtain such approval, the individual or group must indicate, in writing, the location of the advertisements, a description of the businesses to be solicited, and the individual responsible for the solicitation campaign.

All persons and organizations wishing to use facilities to advertise in accordance with this policy must submit a written application to the Executive Director or designee.

The request to advertise must include a description of the location requested, an accurate color representation of the advertisement, with size and material indicated, and the period during which the advertising will remain in place.

The advertiser must certify, in writing, shall indemnify and hold AACCS harmless from any claims, including those for bodily injury and intellectual property right infringement, arising out of any advertising under this Policy.

The Executive Director and/or designee shall approve or deny all applications for advertising under this policy and may establish additional administrative regulations and procedures related thereto.

Any permit shall be subject to termination and revocation without cause at the complete discretion of the AACCS without liability or financial penalty of any kind.