

*Commercial Advertising*

The purpose of this policy is to permit selected commercial advertisements on District property. The Board also recognizes that in certain instances and within certain limitations, it may be in the best interest of the District to enter into relationships with corporations, businesses, and community-based organizations for exclusive advertising rights.

This Policy does not, nor does it seek to, create a forum for all types of advertising or to provide a general public forum for purposes of communication. Rather, recognizing the special nature and function of the public school setting and only to the extent that it does not interfere with the same, the intent is to make use of a limited portion of the District's property in order to generate financial support from commercial sponsors for District programs and activities.

*Guidelines and Limitations*

Only commercial advertising, defined as promotion of products, services and other promotional opportunities, whether by for-profit or not-for-profit entities, is permitted. Noncommercial advertising is barred to maintain the District's position of neutrality on political, religious and other public issues.

The Business Manager shall review all proposed agreements to ensure compliance with this Policy.

Revenues generated from Commercial Advertising and Exclusivity Agreements shall be used for the sole benefit of the District and be deposited into the general fund and shall not be tendered with restrictions.