



# Peters Township School District

Policy: 1260  
Title: Partnerships and Advertising  
Adopted: 9/20/2010  
Revised:

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1260. PARTNERSHIPS AND ADVERTISING	
1. Purpose	<p>The Board recognizes that public schools provide a potential market for commercial activities. Yet, it is important that the district protect students and parents/guardians from exploitation and ensure commercial activities do not interfere with the educational program. The Board recognizes that in certain instances and with certain limitations, it may be in the best interest of the district to enter into partnerships or advertising relationships with outside entities for a fixed period of time. Furthermore, the Board acknowledges that district facilities are publicly funded and that students and school personnel should be shielded from overt commercial activity, particularly in the classroom environment. Consequently, the Board recognizes that entering into partnerships or advertising arrangements that involve use of school district facilities, or in any way impact students and school personnel, involves ethical and legal issues that must be addressed. The purpose of this policy is to provide procedures and guidelines for permitting partnerships and advertising in a manner that is supportive of the school district's overall mission while protecting the interests of the district, its students and personnel.</p>
2. Authority	<p>It is the policy of the district that all partnerships and advertising arrangements shall require prior approval, as set forth herein. School organizations, sponsors, and advertisers must agree to abide by the policies and regulations of the school district at all times.</p>
3. Delegation of Responsibility	<p>Except as otherwise set forth herein, the Superintendent or designee shall have the authority to review and approve, consistent with the guidelines set forth herein, all partnership or advertising arrangements that are valued at less than \$2,500 in annual consideration. All partnership or advertising arrangements that are valued at \$2,500 or more in annual consideration shall require Board approval.</p>

<p>4. Definitions</p>	<p><b>Advertisement</b> - any payment of money or other economic benefit to a school or to the district that requires visual, audio, video, or electronic placement of a name, slogan, or product message on school district property or in a school district publication. The term advertisement does not include traditional fundraising activities, nor does it apply to outright gifts to which no quid pro quo is attached.</p> <p><b>Partnerships</b> - any payment of money or other economic benefit to a school or to the district in exchange for recognition.</p> <p><b>Exclusivity</b> - an exclusive arrangement to sell, vend, or advertise a product or service in schools is one where a school or a school district enters into a contract to make one (1) product or service available to students and such contract specifically forbids the sale of a competitor's product or service in the same school or school district.</p>
<p>5. Guidelines</p>	<p>All proceeds from the sale of district advertising and partnerships must be deposited into a designated fund within the Peters Township School District General Fund upon collection.</p> <p>Students shall not be required to read, listen, or be subjected to commercial advertising in the classroom or in school-provided materials in curriculum-related activities, except in those instances where commercial advertising materials are germane to the curriculum, in which case commercial advertising materials may be used in a curricular setting for instructional purposes only.</p> <p>Advertising/Partnership opportunities for the Peters Township School District will be subject to certain restrictions in keeping with the standards of good taste, law and Board policies and will model and promote positive values for our students, especially those embraced through character education.</p> <p>No advertisement or partnership will be permitted that:</p> <ol style="list-style-type: none"><li>1. Promotes hostility, disorder, or violence.</li><li>2. Directly or indirectly references ethnicity, race, religion or sexual orientation.</li><li>3. Is libelous.</li><li>4. Violates the rights of others.</li><li>5. Inhibits the functioning of the school.</li><li>6. Overrides the school's identity.</li></ol>

7. Promotes any political candidate or organization.
8. Promotes the use of drugs, alcohol, tobacco, weapons, or firearms.
9. Is lewd, obscene, or vulgar.

All partnership and advertising agreements shall be subject to the following terms and conditions:

1. The use of district facilities or grounds for advertising in exchange for products, services, or financial considerations.
2. Where the partnership involves signage, the organization that erects the sign(s) bears full responsibility for all maintenance, costs and expenses associated with the procurement, erection, and dismantling of the sign(s).
3. Any partnership or advertising proposals contemplating affixing a sign, name, or logo to any district facility (e.g. building, press box, scoreboard, etc.) must be set forth in writing and shall require Board approval. The Board may limit the total number of signs that may be erected at any one time so as to minimize distractions or the over-commercialization of the school environment.
4. Any sign that is determined by a township zoning officer to be out of compliance with local zoning ordinances shall not be permitted to be erected, and, if erected, shall be removed by the responsible organization at its own cost.
5. Advertising leases shall include a statement that advertising on school property should not be construed as an endorsement by the school district of the product or service being advertised.
6. All contracts with the district and advertisers for the placement of advertising signs must include a provision that the sponsor waive in advance, and indemnify the school district for, any claims which may arise as a result of the erection, maintenance, or removal of signs.
7. Contracts and/or lease agreements shall include a provision allowing the Board to terminate the contract and/or lease agreement on a prorated basis if it is determined by the district to have an adverse impact on the district's image, reputation, programs, services, or activities.
8. Any advertising or partnership arrangements that are less than \$2,500 must be submitted to the Superintendent who will have the authority to approve/disapprove such arrangements.

<p>65 Pa. C.S.A. Sec. 1101 et seq</p>	<p>9. If the economic benefit from any advertising or partnership arrangements to the school or the district exceeds \$2,500, the agreement must be set forth in writing and approved by the School Board at a public meeting, where the community is given adequate notice and has the opportunity to provide input and feedback.</p> <p>10. All public-private sector partnership/advertising arrangements must be consistent with all labor contracts, competitive bid requirements and all applicable federal, state and local laws, rules and regulations.</p> <p>11. Unless, under special circumstances, the Board considers an exemption, a partnership/advertising written agreement shall not have a term greater than two (2) years or provide for automatic renewals or extensions, nor shall it allow for payments to the district during periods beyond the term of the contract or in excess of the prorated benefit in the event of early termination.</p> <p>12. Any agreement that may result in an exclusivity arrangement must be presented to the Board of School Directors for approval.</p> <p>No partnership or advertising arrangement shall result in any direct pecuniary benefit to any district employee or School Board member, member of their immediate family, or businesses with which they are associated, in violation of the Public Official and Employee Ethics Act (State Ethics Act), 65 Pa. C.S.A. Sec. 1101 et seq.</p> <p><u>Media Advertising</u></p> <p>1. Except for courses of study that have specific lessons related to advertising, the students of this district shall not be required to observe, listen to, or read commercial advertising in the classroom.</p> <p>2. The school district shall not enter into any contract to obtain any media equipment or software that will obligate the district to expose students to advertising directed at young people during school time or at home while completing school assignments. The Board reserves the right to approve exceptions on a case-by-case basis.</p> <p>3. The school district shall not enter into any contract to obtain any media equipment or software that will obligate the school to post information about school procedures or events utilizing media that contain advertising directed at students. Scoreboards are excluded.</p>
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4. The school district will not enter into any contract for media services where personal information will be collected from the students by the providers of the services in question. Personal information includes, but is not limited to, the student's name, Social Security number, telephone number, e-mail, and home address.

Student Marketing Surveys And Protection Of Student Privacy

1. Students shall not be required under any circumstances to fill out surveys to provide marketing information about their interests and preferences for particular vendors, businesses, and products.
2. A list of students' or parents'/guardians' names, addresses, e-mail, or telephone numbers may not be released by the district for the purpose of advertising brand name products or telemarketing. Similarly, participation in any venture that provides any vendor with the information necessary to generate a list is prohibited.

Site-Based Recordkeeping

The Superintendent/designee is responsible for maintaining the following records:

1. A list prepared of activities for which the partnerships/advertising were accepted and those that will be accepted for the next fiscal year. The list will be made available to the public upon request.
2. A log of all partnership contracts/lease agreements in effect during the school year. The log shall include the following information from each partnership/advertising agreement:
  - a. Name and address of the partner/advertiser.
  - b. Date of the partnership/advertising/contract lease agreement executed and location of the advertisement.
  - c. Authorized signatures which appear on the contract.
  - d. Contract medium/service.
  - e. List of benefits received by the district, including dollar amounts.
  - f. List of partnerships/advertising activities.

3. All other records required by Board policies for contract execution and procurement of goods and services.

References:

School Code – 24 P.S. Sec. 510

Public Officials and Employee Ethics Act – 65 Pa. C.S.A. Sec. 1101 et seq.

Protection of Pupil Rights – 20 U.S.C. Sec. 1232g