

ADVERTISING POLICY

I. PURPOSE

The School Board encourages and values strong partnerships with individuals, community organizations and business. The School Board recognizes that through collaboration on matters of importance, community partners can make significant contributions to the quality of the education experience for students. The purpose of this policy is to provide a framework for advertising and sponsorships that promote products or services to students, staff, parents and community at school-related activities, within school and district print, electronic and digital communications, and on school and district properties.

II. GENERAL STATEMENT OF POLICY

- A. It is the school district's policy that the name, facilities, staff, students, or any part of the school district shall not be used for advertising or promoting the interests of a commercial or nonprofit agency or organization except as set forth below.
- B. The time, place and manner of advertising will be solely within the discretion of the School Board, Superintendent or designee, consistent with the provisions of this policy.
- C. The school district advertising processes and procedures shall be built on trust and recognize the important role of partnerships in supporting and maintaining student programs and activities.

III. DEFINITIONS

"Advertising" means print, electronic or digital communications practices by a commercial or nonprofit agency or organization aimed at persuading audiences to purchase products and/or services, or adopt particular point of view. Advertising includes, but is not limited to text and images placed in district publications, exclusive agreements or contracts, sponsorship of school programs, fundraising and incentive programs, appropriation of space on school district property and facilities and sponsorship of supplemental educational materials.

Anoka-Hennepin District No. 11
Coon Rapids, MN 55433
Adopted June 14, 2010