

## MARSHALL PUBLIC SCHOOLS

### SERIES 400 STUDENTS

Board Rule 851

#### ADVERTISING/SPONSORSHIP CRITERIA

Taking into consideration on a case-by-case basis the criteria set forth below, the principal or his/her designee shall review all the paid advertisement/sponsorship requests made pursuant to site-level approval and the district administrator or his/her designee shall review all the paid advertisement/sponsorship requests made pursuant to district level approval.

- Whether the paid advertisement/sponsorship would be a conflict with the district and Board policies
- Whether the paid advertisement/sponsorship would adversely affect the district's reputation or image
- Whether the paid advertisement/sponsorship directly targets district students
- Whether the paid advertisement/sponsorship promotes the engagement of illegal activity
- Whether the paid advertisement/sponsorship is contrary to the ethical principles and beliefs of the district or Board
- Whether the paid advertisement/sponsorship creates an endorsement of a political cause, political activity, candidate for a political office or political position, etc.
- Whether the paid advertisement/sponsorship would appear to exploit or demean a person based upon, among other things, the person's protected status
- Whether the paid advertisement/sponsorship promotes the use of drugs, tobacco products, gambling or alcohol
- Whether the paid advertisement/sponsorship promotes the consumption of unhealthy food choices
- Whether the paid advertisement/sponsorship will provide fiscal benefit to the district, an individual school, school program, school activity, students, employees and/or the community, etc.
- Whether accepting the paid advertisement/sponsorship will be in conflict with the mission of the district or the district's curriculum an/or instructional program
- Whether accepting the paid advertisement/sponsorship is consistent and compatible with district and Board priorities and educational objectives
- Whether the acceptance of the paid advertisement/sponsorship will have a neutral or positive effect on the district, individual schools, students, employees and the community.
- Whether the paid advertisement positively affects the fiscal condition of the district and/or has any financial limitations on the district

Legal Reference:

Date of Adoption: December 16, 2009