



Title: **Advertising in Schools**

Code: KHB

Section: Section K: School/Community Relations

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The Board of Education endorses the District to pursue appropriate advertising, sponsorship, naming-recognition, and other revenue-enhancement opportunities that support District operations, student programs, schools, activities, facilities, and community engagement. These opportunities are secondary to the District's primary educational mission and shall be implemented in a manner consistent with sound educational practices, student welfare, District values, operational needs, and applicable law.

Advertising and sponsorship opportunities may include, but are not limited to, physical signage, digital sponsorships, event sponsorships, program sponsorships, facility-based recognition, transportation-related advertising, publications, scoreboards, livestreams, websites, newsletters, recognition displays, sponsored notices, and other District-approved formats.

Nothing in this policy shall be construed to create a public forum, designated public forum, or limited public forum for expressive activity. Advertising and sponsorship opportunities are made available solely for the District's proprietary purpose of generating revenue and recognizing appropriate support for District programs, facilities, schools, and activities.

All ads or sponsorship agreements are considered binding contracts and must be reviewed and approved by the District Contracting Officer before signing. This includes any agreements acquired and negotiated by booster clubs, PTA, PTO, etc.

All ad/sponsor agreements must have a specified duration (commencement and expiration), price commitment, and specified location included in the ad/sponsor agreement.

### **Commercial Messages**

District-owned or District-managed property, materials, resources, facilities, platforms, events, programs, vehicles, and publications that are not otherwise needed for District

purposes may be used for appropriate advertising or sponsorship recognition for a limited and specified period of time.

Advertising shall not be placed in classrooms, instructional materials, curriculum-related activities, assessments, individualized student plans, or other instructional spaces unless expressly approved by the Superintendent or designee for a limited, educationally appropriate purpose. Advertising and sponsorship recognition shall not override, obscure, dilute, or conflict with the identity, branding, safety function, educational purpose, or operational use of any District facility, program, publication, communication platform, vehicle, event, or school activity.

### **Prohibited Advertising and Sponsor Categories**

The District may reject, suspend, remove, or require modification of any advertisement or sponsorship recognition that is inconsistent with the District's mission, values, educational purpose, policies, operations, contracts, or legal obligations. Prohibited advertising and sponsor categories shall be further defined in regulation and shall include, but not be limited to, advertising or sponsorship recognition that promotes products, services, activities, or content that are unlawful for minors, inappropriate for a school environment, inconsistent with student welfare, or likely to create substantial disruption.

The District shall not accept advertising or sponsorship recognition that implies District endorsement of a product, service, organization, candidate, campaign, viewpoint, or belief beyond approved sponsor recognition, and as such, shall primarily be considered sponsorships versus advertising. The District may require disclaimers stating that paid advertising or sponsor recognition does not constitute District endorsement.

### **Digital Advertising**

Applies to websites, mobile applications, social media accounts, and any online platforms managed by the District.

Advertisers are strictly prohibited from collecting, tracking, or using student data.

Compliance with **COPPA** (Children's Online Privacy Protection Act), **FERPA** (Family Educational Rights and Privacy Act), and **CO HB16-1423** is mandatory.

Digital ads must meet the same standards as physical ads, avoiding inappropriate, controversial, or harmful content.

Digital ads must be reviewed and approved by the District Contracting Officer just like any other ad/sponsor agreement.

### **Celebratory Notices**

District property, materials, resources, events, publications, and platforms may be used for celebratory notices, recognition messages, and sponsored notices drafted or approved by the District, subject to this policy and regulation.

### **Other Sponsorship Programs**

Eligible sponsors may support programs, events, facilities, activities, publications, or District initiatives on a classroom, program, school, department, multi-school, or Districtwide basis and may receive appropriate recognition for their sponsorship, subject to District approval and applicable regulation.

### **Fees, Agreements, and Revenue**

Fees for advertising and sponsorship shall be developed by the Superintendent or designee and shall be based on fair market value, audience size, location, duration, exclusivity, production or installation costs, administrative costs, and comparable market conditions. The Superintendent or designee may approve rate cards, bundled sponsorship packages, in-kind arrangements, discounts, and revenue distribution models.

All paid advertising and sponsorship arrangements shall be documented through a District-approved agreement, invoice, purchase order, or written authorization before publication, installation, or recognition.

The Superintendent or designee shall promulgate appropriate regulations to implement this policy.

**Adopted/Approved:** June 8, 1995

**Reviewed:** June 17, 2004

November 1, 2006

June 23, 2021

**Revised:** July 1, 2026

### **Legal Refs:**

C.R.S. § 22-32-110(1)(f)

1 Colo. Code Regs. 301-25, § 63.08

Adopted: **June 08, 1995**

Last Reviewed: **June 23, 2021**

Last Revised: **July 1, 2026**

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