



Title: **Advertising in Schools Procedure**

Code: KHB R

Section: Section K: School/Community Relations

Purpose and Scope

Revenue enhancement through District-wide, department-level, program-level, and school-level advertising, sponsorship, signage, recognition, naming-recognition, digital advertising, event sponsorship, transportation advertising, and other marketing activities is a District-approved venture. These opportunities shall be implemented in a manner consistent with the District's educational mission, student welfare, operational needs, District branding standards, applicable law, and Board policy KHB.

This regulation applies to advertising and sponsorship recognition on or through District-owned or District-managed property, facilities, vehicles, platforms, publications, programs, activities, and events, whether coordinated by the District, a school, a department, an activity, athletics, performing arts, or another District-authorized program.

Definitions

Advertising Type means the format, medium, or location through which advertising or sponsorship recognition appears, including but not limited to banners, signs, scoreboards, digital displays, event programs, newsletters, websites, facility signage, transportation advertising, announcements, sponsored event recognition, livestream recognition, or other District-approved formats.

Sponsor Category means the type of organization, business, industry, product, service, or community partner seeking advertising or sponsorship recognition.

District-Approved Advertising Opportunity means an advertising type, sponsor category, location, platform, or program that has been reviewed and approved through the District-level process.

Districtwide Advertising or Sponsorship means an opportunity that applies to more than one school, uses a District-level platform, uses District-owned facilities or vehicles, creates exclusivity, involves naming recognition, or is otherwise designated by the Superintendent or designee as districtwide.

School-Level Advertising or Sponsorship means an approved opportunity limited to one school, program, activity, or school event and implemented under principal or designee approval.

District-Level Review and Approval

The Superintendent or designee shall maintain a centralized review process for new advertising types, sponsor categories, pricing structures, standard agreements, revenue distribution models, and districtwide advertising or sponsorship opportunities.

The District-level review process may include representatives from Communications, Contracting and Purchasing, Finance, School Leadership, Facilities, Athletics, Performing Arts, Transportation, Technology, Legal Counsel, and other departments as appropriate.

District-level approval is required before any of the following may be offered, sold, installed, published, or recognized:

- new advertising types, formats, locations, platforms, or sponsor categories;
- districtwide or multi-school advertising and sponsorship opportunities;
- digital advertising on District-managed platforms or communications;
- transportation advertising;
- exclusive sponsorships or category exclusivity;
- naming-recognition opportunities or “presented by” rights;
- use of District or school logos, marks, branding, mascots, or official identifiers;
- advertising or sponsorship agreements with a value of \$10,000 or more;
- any proposed exception to location, content, or sponsor-category standards; and
- any opportunity the Superintendent or designee determines requires District-level approval.

School-Level Approval

After an advertising type, sponsor category, or sponsorship format has been approved at the District level, building principals or designees may approve individual advertisements, sponsors, and placements within their schools, programs, or events.

Principals retain discretion to decline a specific advertisement, sponsor, or placement when the advertisement or placement is inconsistent with school operations, student welfare, instructional priorities, safety, available space, school culture, District branding standards, or District policy.

Principal approval of an individual advertisement does not authorize a new advertising format, new sponsor category, use of District or school logos, exclusive agreement, naming recognition, or districtwide advertising opportunity unless separately approved by the District.

Approved Advertising and Sponsorship Opportunities

Subject to District approval, advertising and sponsorship opportunities may be made available in or through District-owned or District-managed property, platforms, events, and programs, including but not limited to:

- athletic facilities, fields, stadiums, gyms, scoreboards, tournament materials, livestreams, and event programs;
- performing arts venues, theater programs, concerts, showcases, and event materials;
- school and District publications, newsletters, websites, digital displays, and event pages;
- facility signage, banners, kiosks, recognition walls, and sponsor displays;
- District events, school events, competitions, ceremonies, showcases, and community events;
- transportation vehicles, where permitted by law and District approval;
- concessions, vending areas, school stores, and other non-instructional common areas;
- extracurricular, co-curricular, CTE, athletics, fine arts, and community-facing programs; and
- sponsored notices, celebratory notices, and recognition messages drafted or approved by the District.

Instructional and Protected Spaces

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 shall not occupy space normally used for instruction, student work, student productions, legally required notices, safety signage, accessibility signage, emergency communications, or school identity unless approved by the Superintendent or designee. As an example, the District's stadiums would not generally be considered an instructional space.

Prohibited Advertising and Sponsor Categories

Advertisements, sponsorships, sponsor recognition, celebratory notices, and related materials shall not:

- promote tobacco, nicotine, vaping, cannabis, alcohol, illegal drugs, drug paraphernalia, or controlled substances;
- promote firearms, weapons, or products or services unsafe or unlawful for minors;

- promote gambling, sports betting, lotteries, or games of chance not expressly authorized by law and District policy;
- promote adult entertainment, sexually explicit material, or products or services inappropriate for minors;
- promote political candidates, political parties, campaign committees, ballot issues, or election advocacy;
- advance or oppose religion, religious doctrine, or religious organizations in a manner inconsistent with District policy and law;
- demean, harass, threaten, attack, or discriminate against individuals or groups;
- contain obscene, vulgar, lewd, defamatory, misleading, false, or materially deceptive content;
- advertise products or services that students are legally prohibited from purchasing or using;
- create a substantial disruption to school or District operations;
- interfere with student safety, transportation safety, accessibility, emergency communications, or legally required notices;
- imply District endorsement of a product, service, organization, candidate, campaign, viewpoint, or belief beyond approved sponsor recognition;
- conflict with District contracts, vendor agreements, grants, procurement rules, nutrition services agreements, branding standards, policies, or the educational mission; or
- use any District or school logo, name, mascot, image, or official identifier without prior District approval.

Sponsorship opportunities are intended to be Qualified Sponsorships under IRS And Treasury regulations and not solely advertisements for the purpose of revenue generation.

Pricing, Agreements, and Revenue Distribution

The Superintendent or designee shall establish pricing schedules, rate cards, or other pricing methods for approved advertising and sponsorship opportunities. Pricing shall reflect fair market value, audience size, location, duration, production or installation costs, maintenance costs, administrative costs, exclusivity, and comparable market conditions.

All paid advertising and sponsorship arrangements shall be documented in a District-approved agreement, invoice, purchase order, or written authorization before publication, installation, or recognition. Agreements shall identify the sponsor, advertising type, location or platform, duration, cost or in-kind value, renewal terms, removal rights, revenue distribution, and responsible District administrator.

Revenue distribution shall be established by the Superintendent or designee based on the nature of the advertising opportunity, District resources required, the school or program involved, and the purpose of the sponsorship. Revenue distribution may include District retention, school retention, department or program retention, cost recovery, or shared revenue models.

Unless otherwise specified in a District-approved agreement or pricing schedule, revenue generated from school-level advertising shall be retained by the school or program that generated the revenue, less any District-approved administrative, production, installation, maintenance, or processing costs. Revenue generated from districtwide advertising, transportation advertising, District facilities, District platforms, or multi-school sponsorships shall be distributed as determined by the Superintendent or designee.

Advertising and sponsorship agreements shall not exceed one year unless approved by the Superintendent or designee, or shall be subject to cancellation by the District at least annually without penalty.

Digital Advertising and District Communications Platforms

Digital advertising may be approved for District or school websites, newsletters, livestreams, event pages, digital signage, or other District-managed platforms. Digital advertisements shall not collect student data, use behavioral tracking directed at students, include misleading links, simulate District content, interfere with accessibility, or imply District endorsement beyond approved sponsor recognition.

Digital advertisements must comply with District accessibility, privacy, cybersecurity, branding, and communications standards. Digital advertising on District-managed platforms must be approved by the Superintendent or designee before use.

Facility, Event, Athletics, and Performing Arts Advertising

Facilities, athletics, activities, and performing arts advertising may include banners, programs, scoreboards, digital displays, livestream recognition, event announcements, sponsor tables, recognition signage, and other District-approved formats.

Specifications for banners, signs, digital displays, scoreboards, installation, removal, maintenance, production standards, placement, renewal, and replacement shall be established through District-approved administrative guidance, rate cards, facility standards, or agreements. Facilities Management or another designated department shall coordinate installation and removal when required for safety, access, maintenance, or facility integrity.

Transportation Advertising

Advertising on school transportation vehicles may be approved only in accordance with applicable Colorado law, State Board of Education rules, Colorado Department of Education approval requirements, Board approval requirements, and District transportation safety standards. Transportation advertising shall be reviewed by Transportation, Contracting and Purchasing, and the Superintendent or designee before execution.

Transportation advertising shall not interfere with required lettering, lamps, reflectors, retro-reflective tape, emergency exits, doors, windows, safety equipment, student supervision, transportation operations, or any safety-related function. Additional specifications may be established in District-approved transportation advertising guidance or agreements.

Use of District and School Logos

Use of District names, school names, logos, mascots, marks, images, or official identifiers in advertising or sponsorship materials requires prior approval by the Superintendent or designee. Approval may be conditioned on compliance with District branding standards and may be revoked if the use becomes inconsistent with District interests.

Disclaimers and Endorsement

Acceptance of advertising or sponsorship recognition does not constitute District endorsement of any business, product, service, organization, or viewpoint. The District may require advertisements, sponsorship materials, or recognition displays to include a disclaimer.

Review, Removal, and Modification

The District reserves the right to reject, suspend, remove, or require modification of any advertisement or sponsorship recognition at any time if the District determines the advertisement or sponsorship violates policy, conflicts with District operations, creates safety or legal concerns, causes substantial disruption, was approved based on inaccurate information, or is no longer in the best interests of the District.

The Superintendent or designee may resolve questions concerning interpretation, approval authority, pricing, revenue distribution, contract conflicts, sponsor categories, or appropriate placement.

Records, Reporting, and Compliance

The Superintendent or designee shall maintain records of approved advertising types, sponsor categories, districtwide agreements, pricing schedules, and revenue received. Schools and departments shall maintain records of school-level advertising and sponsorship activity consistent with District financial and records-retention requirements.

The Board may request periodic reports regarding advertising and sponsorship activity, including revenue generated, active sponsorship categories, districtwide agreements, and any material policy issues.

Invoicing and Payments

The organization that initiates the sponsorship sale (District or individual school) will issue an invoice upon request by the sponsor.

- **School-Level Payments:** All payments made directly to a school for sponsorships or banner advertising will be deposited into the school's Activity Fund in accordance with District financial procedures.
- **District-Level Payments:** All payments made to the District will be deposited into the appropriate fund as determined by the Chief Financial Officer or their designee.

The District and schools are responsible for ensuring accurate invoicing and timely deposit of funds in compliance with District accounting standards.

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