

Missoula County Public Schools

Financial Management 7332

Advertising in Schools/Revenue Enhancement

The Board of Trustees recognizes that public schools provide a potential market for commercial activities. Therefore, it is important that the district protect students and parents from exploitation and ensure that commercial activities do not interfere with the educational program. Except for instruction relating to advertising, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials in curriculum-related activities, except as provided by this policy.

Pursuant to this policy, the Superintendent or designee has the discretion to enhance revenue through a variety of approved marketing activities, including but not limited to advertising, corporate sponsorship, signage, etc. These opportunities are subject to approval by the Superintendent or designee on a case by case basis.

Advertising and Sponsorships

–“Advertisement” is any payment of money or other economic benefit to a school or to the district that requires visual, audio, or video placement of a name, slogan, or product message on a District property, publication, or broadcast. The term advertisement does not include traditional fund-raising activities.

“Sponsorship” is any payment of money or other economic benefit to a school or to the District in exchange for recognition.

With approval of the Superintendent or designee, advertisements from non-profit organizations and commercial entities may be purchased in student newspapers and other district publications, extracurricular activity programs or schedules, and through signage. Advertisements from commercial entities will not be permitted on any District or school websites. The use of the District’s name or logo by a third party shall not be allowed except with express written permission of the Superintendent or designee.

Advertisements and sponsorships shall be consistent with the District’s educational values. The Superintendent reserves the right to refuse any advertisement or sponsorship which does not service the best interests of the District and/or its students.

Advertisements and sponsorships will not be approved if they:

- depict tobacco, alcohol, illegal drugs and drug-related paraphernalia, or weapons;
- contain vulgar and plainly offensive, obscene, or sexually explicit language;
- advocate the violation of law or District policy,
- advance any religious or political organization;
- promote favor, or oppose a candidate for elected office or a ballot measure;
- promote discrimination on the basis of race, color, national origin, sex, age, religion, creed, physical or mental disability, economic or social conditions, sexual orientation, gender identity, gender nonconformity, or actual or potential marital or family status;
- are associated with any company or individual who actions are inconsistent with the District’s mission and goals or community values;
- are libelous, defamatory, or false;
- inhibit the functioning of the school and/or District;
- or otherwise are in violation of law.

All sponsorship proposals and advertising presented and approved by the Superintendent shall be consistent with District collective bargaining agreements, competitive bidding and purchasing laws, District policy and regulations, all applicable federal and state laws, and administrative codes, rules and regulations.

Revenue derived from advertising and sponsorships must be used for curricular or extracurricular programs.

Students shall not be requested to complete any survey or questionnaire that is designed to provide marketing information to a vendor or business about their interest and preferences for a particular vendor, business, or product.

Policy History:

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