

# CANON-McMILLAN SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: ADVERTISING – BANNERS

ADOPTED: August 2, 2010

REVISED: January 17, 2012

913.1. ADVERTISING – BANNERS	
1. Purpose	The Canon-McMillan Board of School Directors recognizes the benefit to our community by providing the opportunity for organizations to represent themselves during fall and spring sports in the Canon-McMillan School District. This policy standardizes the use of banners for consistency in their display and outlines the specific procedures required for such.
2. Definitions	<b>Advertisement – Banners</b> - any payment of money or other economic benefit to the school district that requires a visual slogan or product message on school district property. The term <b>advertisement</b> does not include traditional fundraising activities, such as walk-a-thons, magazine sales, or food sales; nor does it apply to outright gifts to which no quid pro quo is attached.
3. Delegation of Responsibility	The Superintendent and/or his/her designee shall approve or deny the use of banners on school district property.
4. Guidelines	<p><u>Banners</u></p> <p>No banners, as defined by this policy, shall be allowed unless they are approved by the Superintendent and/or his/her designee and comply with the following requirements:</p> <ol style="list-style-type: none"> <li>1. Banners must measure a standard four feet by eight feet (4’ X 8’), 10mm corex (horizontal-landscape).</li> <li>2. Printed letters may not exceed twelve (12) inches.</li> <li>3. Banner artwork/designs must be preapproved by the Canon-McMillan School District Athletic Office prior to publication.</li> <li>4. Banners must meet school district approval prior to hanging.</li> <li>5. No personal or individual (player) recognition will be permitted within the banners/advertisements. General team recognition is acceptable.</li> </ol>

Termination

The Superintendent has the authority to terminate all banners as set forth in this policy at no financial penalty to the Canon-McMillan School District Board of Directors. In this event, the Canon-McMillan School District maintenance staff will remove all banners in accordance with policy set forth by the district.

Exclusions

Banners approved for display will be subject to certain restrictions in keeping with the standards of good taste. In keeping with this, the school district reserves the right to exclude any banner that is inappropriate or inconsistent with the obligations of the Canon-McMillan School District. No advertising/banner will be allowed that:

1. Promotes hostility, disorder or violence.
2. Attacks ethnic, racial and religious groups.
3. Is libelous.
4. Violates the rights of others.
5. Promotes negative political advertising.
6. Promotes the use of drugs, alcohol, tobacco, or firearms.
7. Promotes any religious organization.

Any activity allowed by this policy shall be respectful of all people without regard to their disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics, or linguistic characteristics.