

SENECA VALLEY SCHOOL DISTRICT

SECTION: PROPERTY

TITLE: ATHLETIC FACILITIES
ADVERTISING

ADOPTED: January 16, 2006

REVISED:

711. ATHLETIC FACILITIES ADVERTISING	
1. Purpose	<p>The Board recognizes that the sale of advertising at its athletic facilities can serve as an important source of revenue enhancement.</p> <p>It is the objective of this policy to establish parameters for advertisement at district athletic facilities.</p>
2. Definition	<p>For purposes of this policy, the term athletic facilities means the interior and exterior of the secondary campus stadium, any outdoor athletic fields, including backstops, dugouts, and bleachers located on school district property; gymnasiums within school district buildings, the intermediate high school swimming pool, and any athletic scoreboards upon or within such facilities.</p>
3. Authority Pol. 101, 222, 227	<p>Any and all signs and/or the content thereof are subject to the approval of the district. All signs and advertising must be within the boundaries of good taste within the Seneca Valley community and may not be inconsistent with the district's educational mission. Advertising of any product that is unlawful will be prohibited, including products that are unlawful only for school-aged children, such as alcohol and tobacco. Advertising will also not be permitted if it is obscene, lewd, vulgar, libelous, invades the privacy of another person in violation of the other's legal rights, constitutes fighting words, or, which materially and substantially interferes with or may be disruptive to the educational process or the requirements of appropriate discipline in the operation of the school.</p>
4. Guidelines	<p>Any signs posted at outdoor facilities must be on the inside of the fence, and only at locations approved by the district. The signs must face toward the athletic field, and must not extend beyond the height, length, or width of the existing fences.</p> <p>Signs may be posted only at locations approved by the district. All signs must conform to specifications established by the school district, including, but not limited to, the material composition, size, and appearance.</p>

Signs shall be authorized for specified durations. Terms exceeding one (1) year shall be subject to approval of the Board.

The district may limit the period of time during the year when advertising signs may be posted. If the signs are not removed in a timely manner by the advertiser, the district will remove the signs.

The school district may limit the total number of signs that may be erected at any one time, so as to minimize distractions for athletics and spectators who use the facility for athletic events, for aesthetics, or for any other reason at the discretion of the school district.

The advertiser shall be fully and exclusively responsible for all costs and expenses associated with the procurement, erection, maintenance, and removal of the sign(s). Any maintenance, repair or removal of an approved sign shall be subject to the direction and supervision of the school district. All signs must be maintained in good condition meeting district standards as established/determined by the school district. If any sign becomes damaged or requires repair for any reason, it is the sole and exclusive responsibility of the advertiser that erects the sign to repair or remove it. In the event the district becomes aware of a sign requiring repair or removal, the district shall notify the responsible advertiser. The advertiser must repair or remove the sign within seventy-two (72) hours of notification. If the advertiser does not repair or remove the sign as required, the district will remove the sign and invoice the advertiser for all labor and material costs incurred.

The advertiser shall indemnify and hold the school district harmless from any claims, including those for bodily injury and intellectual property right infringement, arising out of the erection, presence, maintenance, and removal of the advertiser's sign on district property.

Advertising fees shall be subject to the approval of the Board. All proceeds for the sale of advertising at district athletic facilities shall ensure to the benefit of the district.

Advertising signs shall include a statement that advertising on school property should not be construed as an endorsement by the district of the product or service being advertised.

All advertisers shall be required to execute an agreement, in a form approved by the school district solicitor, in advance of the placement of any sign.

<p>5. Delegation of Responsibility</p>	<p>It is the responsibility of the administration to:</p> <ol style="list-style-type: none">1. Establish specifications for signs authorized by this policy, including those regulating the material, size, and composition of such signs.2. Establish guidelines for the number and location of signs that may be posted at the school district's athletic facilities.3. Evaluate and approve or disapprove all requirements involving requests for athletic field advertisement consistent with this policy.4. Negotiate with prospective advertisers concerning proposals for fees for advertising, and the size, location, and content of advertisements, and seek Board approval of the guidelines resulting from those negotiations.5. Refer to the Board all situations which require Board approval under this policy.
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