CODE: KHB

ADVERTISING AND SPONSORSHIPS ON DISTRICT PROPERTY

Purpose

The Board of Trustees recognizes that carefully selected advertising and sponsorship opportunities may provide additional revenue to support student programs and activities. The District may permit the display of commercial advertising, including banners, signs, scoreboards, and similar sponsorship displays at athletic facilities and other approved locations, provided such advertising is consistent with the educational mission, values, and best interests of Park County School District #1.

Authorization

The Superintendent or designee is authorized to establish procedures governing the solicitation, approval, placement, duration, design, pricing, and removal of advertising displays on District property.

The Superintendent or designee shall have the authority to approve or deny any advertising or sponsorship request and may remove any advertisement that no longer complies with this policy or District procedures or regulations.

Advertising is a privilege, not a right, and acceptance of one advertiser does not obligate the District to accept future advertisements from the same or similar organizations.

Advertising Standards

All advertising shall:

1. Be compatible with the educational mission and values of the District.
2. Promote lawful products, services, or organizations.
3. Be appropriate for viewing by students of all ages.
4. Comply with all applicable federal, state, and local laws and District policies.
5. Meet reasonable standards for appearance, quality, and maintenance established by the District.

Prohibited Advertising

The District will not accept advertising that, in the judgment of the Superintendent or designee:

1. Promotes or depicts alcohol, tobacco, nicotine products, cannabis, vaping products, illegal drugs, or drug paraphernalia.
2. Promotes gambling, casinos, sports betting, or games of chance.

3. Contains profanity, obscene material, sexually explicit content, or other content that violates District policies, promotes violence, unlawful discrimination, harassment, unlawful conduct or conduct that would otherwise violate District policies.
4. Is false, misleading, or deceptive.
5. Promotes products or services that present a significant health or safety concern.
6. Is otherwise inconsistent with the District's educational mission or unsuitable for display on school property, based on District policies, regulations, rules, mission, and values.

No Endorsement

Acceptance of advertising does not constitute District endorsement of any business, product, service, organization, or viewpoint. The District may require a disclaimer stating that advertising does not imply endorsement by Park County School District #1.

Appeals

An advertiser whose application is denied may submit a written appeal to the Board of Trustees. The Board's decision shall be final.

Adopted: 10/13/2026

Code: KHB-R

Advertising and Sponsorships on District Property

Purpose

This regulation establishes procedures for the approval, placement, pricing, maintenance, and removal of commercial advertising displayed on District property pursuant to Board Policy KHB.

Administration

The Superintendent or designee shall administer all advertising and sponsorship opportunities authorized under this regulation.

The Superintendent may delegate administration to building principals, athletic directors, activities directors, or other designated staff. Final approval authority shall remain with the Superintendent or designee.

Eligible Locations

Advertising may be displayed in locations approved by the District, including but not limited to:

- Gymnasiums
- Football stadiums
- Scoreboards
- Other District facilities approved by the Superintendent

The District reserves the right to determine the number, size, location, and appearance of all advertising displays.

Sponsorship Agreements

Advertising agreements may be offered for terms of one (1) to five (5) years.

Renewal of an agreement is not automatic and remains subject to District approval.

The District reserves the right to relocate or remove advertising due to facility improvements, maintenance projects, safety concerns, or other District needs.

Rates and Fees

Advertising rates shall be established annually by the Superintendent or designee.

Rates may vary based upon:

- Location
- Banner size

- Visibility
- Length of agreement

The District may establish discounted pricing for multi-year agreements.

Banner Specifications

The District shall establish specifications for:

- Banner dimensions
- Materials
- Color requirements
- Graphic quality
- Mounting hardware
- Design standards

All signs must be approved before production.

The District may require advertisers to modify signs that do not meet District standards.

Maintenance

Advertising displays shall be maintained in a clean, professional condition.

The District may require replacement of banners that become faded, damaged, torn, or otherwise unsightly.

If replacement is not made within a reasonable period after notification, the District may remove the display without refund.

Content Standards

All advertisements shall comply with Board Policy KHB.

The Superintendent or designee may reject, remove, or require modification of any advertisement that:

- No longer complies with District policies.
- Is determined to be inappropriate for a school environment.
- Creates safety concerns.
- Interferes with District operations.
- Becomes materially different from the approved design.
- Uses language or depicts images or subject matter that is profane, obscene, sexually explicit, vulgar or otherwise appear to support, promote or endorse ideas, behaviors, or products that are illegal, or that violate Park County School District Number 1 policies. As

used in this section, “illegal conduct” includes, but is not limited, conduct which is prohibited for minors. For example, the School District will not allow signs that appear to endorse the use of alcohol, tobacco products or other drugs, or which promote violence, bullying, or discrimination on the basis of race, sex, national origin, religion, age or disability.

District Discretion

Approval of advertising is a privilege and not a contractual right.

The District retains sole discretion to approve or deny any advertising proposal.

Nothing in this regulation shall require the District to accept any advertiser or category of advertiser.

Non-Endorsement

Advertising displayed on District property does not constitute endorsement by Park County School District #1.

The District may require advertisements or sponsorship agreements to include a statement indicating that no District endorsement is intended.

Payment

Unless otherwise approved:

- Payment shall be received before installation.
- Failure to pay according to the agreement may result in removal of the advertisement.
- Fees paid are generally non-refundable unless otherwise determined by the Superintendent.

Priority

When advertising space is limited, preference may be given to:

1. Existing sponsors in good standing.
2. Businesses located within Park County School District #1.
3. Businesses with established relationships supporting District programs.
4. Other advertisers as determined by the Superintendent.

Nothing in this section obligates the District to accept any advertiser.

Appeals

Applicants denied advertising approval may submit a written appeal to the Superintendent within ten (10) business days.

The Superintendent's decision may be appealed to the Board of Trustees, whose decision shall be final.

Exceptions

The Superintendent may approve reasonable exceptions to this regulation when doing so is in the best interests of the District and is consistent with Board Policy.

Adopted: 10/13/2026