SOUTHERN FULTON SCHOOL DISTRICT

SECTION: PROPERTY

TITLE: ATHLETIC FIELD ADVERTISING

ADOPTED: March 20, 2012

REVISED: October 16, 2012

707.2. ATHLETIC FIELD ADVERTISING

1. Purpose

The Board recognizes that the sale of advertising at its athletic facilities can serve as an important source of revenue enhancement. It is the objective of this policy to establish parameters for the advertisement at district athletic facilities.

2. Definition

For purposes of this policy, the term **athletic facilities** means any outdoor athletic fields, including backstops, dugouts, and bleachers located on school district property, gymnasiums within school district buildings, and any athletic scoreboards upon or within such facilities.

3. Guidelines

Any and all signs and/or the content thereof shall be subject to the approval of the district administration.

1. All signs and advertising must be consistent with the educational mission of the school district. Advertising of any product that is unlawful will be prohibited, including products that are unlawful only for school-aged children, including alcohol and tobacco products. Any sign or advertising that is obscene, lewd, or vulgar, as determined by the district in enforcing the moral standards of the community, or that is libelous, invades the privacy of another person in violation of the other's legal rights, constitutes fighting words or hate speech, or, which materially and substantially interferes with or may be disruptive to the educational process or the requirements of appropriate discipline and good taste in the operation of the schools and campus of the district shall not be permitted.

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

3. Any sign or advertisement may be posted only at locations approved by the district. Any signs posted at outdoor facilities must be on the inside or outside of the fence and/or scoreboards, depending upon district approval. The signs must face toward the athletic playing area, and must not extend beyond the height, length or width of the existing fences.

4. All signs must conform to specifications established by the school district, including, but not limited to, the material composition, size, and appearance. The district may limit the color of signage to school colors. Wording that encourages Southern Fulton students is appreciated.

5. The organization that purchases the sign bears full responsibility for all costs in purchasing sign(s). If any sign becomes damaged or requires repair for any reason, it is the sole and exclusive responsibility of the organization who purchased the sign to repair or purchase a new one. If the sign needs repaired or removed the school district will remove the sign and notify the organization.

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

7. The school district may limit the period of time during the year when advertising signs may be posted. No contract for the placement of signs or advertisements at the athletic facilities of the district shall extend beyond one (1) school year. If the signs are not removed in a timely fashion by the responsible organization, the school district may remove the signs.

8. Any sign that is determined by a township Zoning Officer to be out of compliance with local zoning ordinances shall not be permitted to be erected and, if erected, shall be removed by the responsible organization at its sole cost.

9. Contracts for the placement of signs or advertisements in accordance with this policy shall include a statement that placement of the sign or advertisement on school property should not be construed as an endorsement by the school district of the product or service being advertised.

10. The responsible organization agrees that in all contracts it enters into with advertisers for advertising signs, the responsible organization will include a provision that the advertiser releases the school district from any liability in any cause of action that may arise as the result of the erection or removal of the advertising signs. The advertiser shall also agree to 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 school property.

11. To further the purposes of this policy, the school district shall utilize an appropriate contract with organizations which shall be developed by the school district's solicitor.

4. Delegation of Responsibility	It is the responsibility of the district administration to: 1. Establish specifications for signs authorized by this policy, including those regulating the material, size, color 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. Evaluate fees for advertising, based upon the size, location, duration and content of advertisements, and seek Board approval for the establishment of the fee guidelines. References: School Code – 24 P.S. Sec. 510, 511