

SECTION: COMMUNITY
TITLE: ADVERTISING - BANNERS
ADOPTED: DECEMBER 1, 2014

Tyrone Area School District

913.1. ADVERTISING – BANNERS	
1. Purpose	<p>The Tyrone Area School District Board of Directors recognizes the value and benefit to our community organizations in offering the opportunity of representing themselves during fall, winter and spring sports seasons in the Tyrone Area School District. This policy sets forth guidelines for the promotion and advertising of organizations on district property. Furthermore this policy standardizes the composition and use of banners for consistency in their display and outlines the specific procedures required for such.</p>
2. Definitions	<p>Advertisement - 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 advertisement 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.</p> <p>Athletic Facilities - for purposes of this policy, the term athletic facilities means the interior and exterior of Gray Athletic Field, 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.</p>
3. Authority	<p>The superintendent and/or the appointed designee shall approve or deny the use of banners on school district property. Any and all signs and/or the content thereof are subject to this approval. All signs and advertising must be consistent with the district’s education mission. Advertising will also not be permitted which materially and substantially interferes with or may be disruptive to the educational process or the requirements of the appropriate discipline in the operation of the school.</p>
4. Guidelines	<p>Any banners/signs posted at outdoor facilities will be placed at the discretion of the district only in approved locations. Posting of banners on fencing will be very limited. If allowed, the banner must be on the inside of the fence, and at the height 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>The advertiser shall be fully and exclusively responsible for all costs and expenses associated with the procurement, erection, maintenance, and removal of sign(s).</p>

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Any maintenance, repair or removal of an approved sign shall be subject to the direction and supervision of the district. All signs must be maintained in good condition meeting district standards as established/ determined by the superintendent and/or designee.

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.

No banners, as defined by this policy, shall be allowed unless they are approved by the superintendent and/or appointed designee and comply with the following requirements:

1. Banners must measure a standard four feet by eight feet (4' X 8'), 10 mm corrugated plastic sheeting (Correx) (horizontal-landscape).
2. Printed letters may not exceed twelve (12) inches.
3. Banner artwork/designs must be preapproved by the Tyrone Area School District Athletic Office prior to publication.
4. Banners must meet school district approval prior to hanging. Hanging procedures shall be follow Tyrone Area School District Buildings and Grounds Guidelines.
5. No personal or individual (player) recognition will be permitted within the banners/advertisements. General team recognition is acceptable.
6. Banners cannot promote more than two organizations.
7. Banners in place for the promotion of a business, brand of product, service or organization must coincide with the objectives and goals of the district.
8. The proceeds from the placement of a banner must be registered with and transferred to the Tyrone Area School District Athletic Office prior to placement.
9. The opportunity to place banners on Tyrone Area School District property shall in no case be construed to constitute as a right to posting of the same.
10. Signs shall be authorized to be posted for a specific period of time.

Termination

The superintendent has the authority to terminate any and all banners as set forth in this policy at no financial penalty to the Tyrone Area School District. In this event, the Tyrone Area School District maintenance staff will remove all banners in accordance with the directive and shall retain such for a period not to exceed 10 days.

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 Tyrone Area 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.