

## ADVERTISING AND COMMERCIAL ACTIVITIES

The Brinnon School District recognizes that school programs, including student activities, may require financial support beyond what is provided by federal, state, and local resources. Businesses, community organizations, and individuals may play an important function in supporting schools and students with appropriate advertising. However, school programs should not become environments wherein students are subjected to commercial agendas.

Any advertising involving the District or its school programs must be consistent with the law, Board policies and procedures, and the District's mission and educational goals. Further, any advertising or related activities must be appropriate for school-age children and must not distract from learning.

Revenues derived through advertising by corporate, business, or other third-party, non-District organizations or individuals will be used to enhance student achievement, enrich educational and/or extracurricular experiences, or sustain quality learning opportunities.

Involvement by the District with advertising will not be construed as an endorsement of an individual, business, or other organization or its product or service.

The superintendent or his/her designee is responsible for the development of procedures to implement this policy, and with the identification of potential revenue sources from advertising.

Cross References:	Board Policy 3530	Fundraising Activities Involving Students
	4060	Distribution of Materials
	4400	Election Activities
	6970	Naming of Facilities

Adoption Date: 06.20

Classification: Essential