

ADVERTISEMENTS, PUBLICATIONS AND NAMING RIGHTS

The Southwestern Consolidated School District of Shelby County School Board recognizes that private and public third party (non-school) groups and/or individuals may wish to advertise or promote the sales of products or special interests on Corporation property, during Corporation events, and/or in Corporation publications or materials distributed to students. However, these advertisements and promotions shall not promote the special interests of a third-party group or individual at the expense of the interests of students or Corporation.

Any third-party group and/or individual, whether private or public, nonprofit or commercial, who wishes to advertise, publish, promote, or sponsor any event, contest, facility, exhibit, prize, scholarship, or materials distributed to Corporation students or staff shall be subject to approval by the Superintendent or his or her designee.

The Superintendent or his or her designee may deny the advertisement, publication, promotion, or sponsorship for any legitimate educational concern, including but not limited to:

1. Demeaning or derogatory ethnic, racial, religious, or gender references or stereotypes or language that demeans anyone based on protected class or immutable characteristic;
2. Libel, slander, or defamation;
3. Advocacy of, or opposition to, a religion or religious practice except in a context in which it does not support or endorse a particular religion or religious practice;
4. Obscene, indecent, or vulgar content that is inconsistent with the values inherent in the curriculum with respect to sexual experiences or practices;
5. Content which incites, encourages, promotes or assists in preparation for an act of violence, intimidation, harassment, or bullying;
6. Content which advocates, incites, or advances the preparation for an act or acts which are illegal for minors;
7. Content which advocates, incites, encourages or advances preparation for an act or acts which are dangerous to the health or welfare of any person, including general disrespect for an individual or group or people; and
8. Content which advocates, incites, encourages or advances preparation for an act or acts capable of damage to property.

The approval of any such advertisement, publication, promotion, or sponsorship shall not be construed as an endorsement of any third party or special interest by the Corporation.

The Superintendent or his or her designee shall have the ultimate approval for any advertisement, publication, promotion, or sponsorship. The decision of the Superintendent or his or her designee shall be final.

The School Board believes that the naming of a new or existing school facility is a major responsibility. The Board may name a new school facility or change the name of an existing facility. School buildings in the Corporation will not be named without first inviting the general public, staff, and students to submit suggestions and make recommendations. In the course of its deliberations, the Board will give serious consideration to the public, staff, and student input before finally selecting the name for school facilities.

All sponsorships/naming rights shall be in accordance with Policy H200 *Relations with Special Interest Groups*.

The Superintendent or designee is directed to promulgate administrative guidelines for compliance with this Policy.

This Policy shall work in conjunction with *C475 School-Sponsored Publications and Productions*.

Southwestern Consolidated School District of Shelby County

Adopted: [date]

Revised: [date]