

CORPORATE PARTNERSHIPS / SPONSORSHIPS

Sec. 1) CORPORATE SALES

- a) The Association actively seeks Corporate Partnership / Sponsorship for its activities to help with the funding of the Association's operations.
- b) All new contracts for Corporate Partners are to be approved by the Board of Control.
- c) The Board shall receive sales and status reports not less than three times annually from the staff and any retained outside sales consultants.

RESTRICTIONS ON ADVERTISING/SPONSORSHIP SALES

Sec. 1) ADVERTISING OR SPONSORSHIP PARTNERS/VENDORS RESTRICTIONS

- a) Advertising that shall be false, misleading, deceptive, offensive or in poor taste shall be subject to rejection and/or a requirement that it be edited.
- b) All advertisements must comply with the applicable laws, rules and regulations of the countries or territories covered by the applicable transmission/broadcast.

Sec. 2) PROHIBITED ADVERTISING OR SPONSORSHIP PARTNERS/VENDORS

- a) Without limiting the generality of the provisions, certain categories of advertisements will not be accepted without the prior consent of the Board of Control.
- b) These prohibited categories include the following:
 - (1) Advocacy Advertisements. An advocacy advertisement is any advertisement that advocates a political, religious or controversial public position;
 - (2) Cigarettes or Tobacco Advertisements, or advertising for entities whose primary sales focus is on cigarettes;
 - (3) Betting or Gambling Advertisements;
 - (4) Firearms Advertisements;
 - (5) 900 Phone Number Advertisements;
 - (6) Contraceptive Advertisements;
 - (7) Tattoo Parlor and Body Piercing Advertisements;
 - (8) "NC-17" Rated Movie Advertisements;
 - (9) Adult Entertainment Advertisements;
 - (10) "R" Rated Movie Advertisements;
 - (11) "M" Rated Electronic (computer or video) Games Advertisements;
 - (12) Hard Liquor Advertisements, or advertising for entities whose primary sales focus is on alcohol products;
 - (13) Beer, Wine, or other Alcoholic Beverage Advertisements, or advertising for entities whose primary sales focus is on alcohol products;
 - (14) "High Risk" Investments (e.g., commodities, options, foreign exchange) Advertisements;
 - (15) "High Risk" Business Opportunities (e.g., "get rich quick" schemes and business opportunities) Advertisements; and
 - (16) "High Risk" Health Offerings.

DEADLINE FOR ENTERING CHAMPIONSHIPS

Sec. 1) DEADLINE FOR ENTRY INTO KHSAA COMPETITION

- a) The deadline to enter a team in sports or sport-activity competition is:
 - (1) August 1 for fall sports and sport-activities;
 - (2) November 1 for winter sports and sport-activities; and
 - (3) March 1 for spring sports and sport-activities.

REQUIRED ATTENDANCE BY PRINCIPALS AT MEETINGS

Sec. 1) REQUIRED EDUCATION OF MEMBER SCHOOL PRINCIPALS

- a) The Commissioner shall ensure that each member school Principal attends on an annual basis, at least one meeting to ensure an understanding of KHSAA Rules, Regulations, Policies and Procedures.
- b) This meeting (in compliance with Bylaw 1) shall be attended by the Principal. In the absence of the Principal, the Superintendent may designate an individual holding a Principal's Certification to attend the meeting and be compliant with the requirement.

- c) KHSAA staff shall ensure that all Effective Leadership and Professional Development Credit is sought for attendees at these meetings.
- d) Schools failing to send a representative may be suspended from membership in the Association or otherwise penalized in accordance with KHSAA Bylaw 27. (May, 2006 following consideration by Current Issues Review Committee)

POLICY ON ALCOHOL AND TOBACCO

Sec. 1) RESTRICTIONS ON SALES/DISTRIBUTION

- a) No alcohol is to be sold at any KHSAA state tournament venue (including district, region, section, subsection and state) that is leased or provided to the KHSAA for the purpose of conducting a state championship while such championship is being conducted.
- b) The Board of Control recommends that member schools make all school property, vehicles used by participants, and all contest and practice sites "alcohol-free zones".
- c) The Association, and any of its agents acting on behalf of the Association, shall not accept free or paid advertising in any form from any manufacturer of tobacco or alcoholic beverages, or entity whose primary sales focus is on the sale of these products.

COACHING EDUCATION COURSE

Sec. 1) APPROVED COURSES

- a) The NFHS online Coaching Education course shall be the unit of study approved for Bylaw 25 compliance.
- b) The KHSAA will recognize and give credit for the Coaching Education requirement to those individuals holding credentials issued through the American sports Education Coaching Principles Course prior to the adoption of the NFHS online course, and to those who seek a coaching position with these credentials already completed.
- c) The KHSAA will recognize and give credit for the Coaching Education requirement to those individuals holding credentials issued using the blended version of the NFHS Course (part in-person, part online).

REQUIREMENTS FOR COACHES WITH LESS THAN 64 HOURS COLLEGE (PER KRS 156.070)

Sec. 1) Requirements

- a) Per KRS 156.070, the KHSAA allows schools to hire coaches with less than 64 hours of college credit and for them to be considered as level 2 coaches.
- b) In order to hire such individuals, schools shall:
 - (1) Ensure that all requirements contained in Bylaw 25 including the required training by the Board of Control is completed; and
 - (2) Ensure that preference is given to the hiring or assignment of certified personnel in coaching positions. Preference must be given when all aspects of the candidates are equal based on the inquiry published or distributed by the school.

Sec. 2) SPECIFIC QUALIFICATIONS

- a) In order to be considered a Level 2 Coach without 64 hours,, a prospective coach shall meet the following qualifications:
 - (1) The prospective coach shall be a high school graduate, at least twenty-one (21) years of age and shall submit to a criminal background check in accordance with KRS 160.380;
 - (2) Professional development training approved by the KHSAA shall be used in lieu of postsecondary education (sixty-four) credit hour requirements. Prior to the first contest, a prospective non-64 hour coach shall have completed the following courses via www.nfhslearn.com:
 - a. Engaging Effectively with Parents,
 - b. Teaching and Modeling Behavior,
 - c. Teaching Sports Skills OR a sports specific course, and
 - d. Concussions in Sports.
- b) A local school board may specify post-hire requirements for personnel employed in coaching positions in addition to those specified above.