

Business Partner Recognition and Advertising in the Schools

GENERAL PROHIBITION OF COMMERCIAL ADVERTISING

Except as provided in this policy, no ~~No~~ commercial advertising shall be allowed in the facilities or on the grounds of school property, unless the material in the advertisement contributes to the educational program or is approved by the Superintendent/designee.

EXCEPTIONS

Nothing herein shall be construed to prevent advertising in publications which are published by student organizations, PTA/PTO, booster club, or other parent groups or other forms of advertising at school events open to the public.

ACADEMIES OF LOUISVILLE PARTNER RECOGNITION PROGRAM

The District may establish a program to recognize business partners within Academies of Louisville Schools, and establish guidelines for the level of recognition based on the length and extent of a business partner's engagement with a school. Levels of recognitions shall be based on criteria established in the guidelines, which may include, but not be limited to: length of time as an Academies of Louisville business partner; completion of an action plan, number of students engaged; number of hours of service; and monetary donations. The guidelines shall pertain only to participation in school activities and interior signage, and shall not address exterior signage.

Permissible recognition for Academies of Louisville business partners established within the guidelines may include, but not be limited to: fixed banners, logos, or plaques; digital signage; representation at school events; posters or signs in classrooms; partner-provided promotional materials; logo placement on Academy branded items; and signage at media events.

The guidelines shall establish the manner of determining the level of recognitions for a business partner, and set forth the responsibilities of school and District staff for decision-making and the management of the program.

The Board reserves the right to remove a recognition of an Academies of Louisville business partner if the partner does not meet the expectations established in the guidelines, or if the partner or its employees engage in unethical conduct, conduct deemed to be detrimental to the school or District or their reputation, or conduct not in keeping with the mission and core values of the District.

SUPPORT OF ATHLETICS AND EXTRACURRICULAR ACTIVITIES

The Board shall permit commercial establishments to cooperate with schools to support athletics and extracurricular activities. Procedures shall be established by the Superintendent/designee.

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REFERENCE:

[KRS 158.183](#)

Adopted/Amended: ~~7/8/2013~~

Order #: ~~2013-124~~