

Contests, Advertising and Promotions

Any club, association or other organization must have prior approval for students' participation in any contest, advertising campaign or promotion. Approval may be given by the superintendent following recommendation by the teacher and principal based on the following criteria:

- A. All advertising, if approved, shall be submitted to and reviewed by the Superintendent and brought before the Board for review and approval prior to being installed;
- B. Advertising, if approved, shall be allowed only by the authorization of the Superintendent of the means of advertising, (i.e. location, size of advertisement, frequency, etc.). The Superintendent shall approve only such advertising methods as are determined, in his or her discretion, to be consistent with the conduct of District education and business and non-distracting to students or patrons;
- C. Proceeds of such advertising shall be deposited in the funds of the District and the Associated Student Body, one-half to each, subject to the following.
 - a. The board shall have the discretionary authority to allow the Colton Booster Club to retain the proceeds of advertisements, so long as such proceeds are utilized for the benefit of District extracurricular programs provided, that such authority shall be evidenced in writing by the Board and shall in no case be for a period longer than one year, but may be for a period longer than one year, but may be reviewed by independent action of the board.
- D. Any advertising of commercial products and services shall be approved only in such products or services are determined by the Board to be consistent with the positive education of students and in accordance with maintaining the physical and mental well-being of student and the public. Such determination shall be solely within the discretion of the Board.

Cross Reference: Board Policy 3220 Freedom of Expression

Legal Reference: AGO 9503.00 1995 No. 3 Use of School Districts' Facilities by
Student Groups for Religious
Purposes

Adoption Date: July 26, 2012
Colton School District
Revised: