No. 915

TURKEYFOOT VALLEY AREA SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: COMMERCIAL ACTIVITIES

ADOPTED: June 18, 2012

REVISED: 1700

	915. COMMERCIAL ACTIVITIES
1. Purpose	The Board recognizes that public schools provide a potential market for commercial activities. Therefore, it is important the district protect students and parents/guardians from exploitation and ensure that commercial activities do not interfere with the educational program. Except for instruction relating to advertising, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials in curriculum-related activities, except as provided by this policy.
2. Definitions	**Advertisement** - Any payment of money or other economic benefit to a school or to the district that requires visual, audio, or video placement of a name, slogan, or product message on a school district property or publication. The term advertisement does not include traditional fundraising activities such as jump-a-thons, magazine sales, or food sales; nor does it apply to outright gifts to which no exchange is attached. **Sponsorship** – Any payment of money or other economic benefit to a school or to the district in exchange for recognition. **Exclusive Rights Contracts** – Any payment of a premium or provision of some economic benefit to a school or to the district for the right to be a sole provider of a service or product. This term includes limited exclusive rights contracts where more than one provider may supply the same or similar service or product. **Purchase of Goods and Services** – Purchase of services or goods by the district for a product or service required by the district.
3. Delegation of Responsibility	<u>Prohibited Commercial Activities</u> The Superintendent or designee shall establish procedures for establishing commercial activities within the district, subject to Board approval. The Superintendent or designee shall also designate the recipient of the commercial activity, subject to Board approval.