

Stratford Public Schools

ADVERTISING / SPONSORSHIP POLICY

It is the policy of the Stratford Board of Education that any advertising / sponsorship which may endanger the program, school, or district's public image or credibility, thereby jeopardizing the district's ability to accomplish its mission, shall not be allowed.

The following restrictions shall apply to all advertising / sponsorship:

Advertising /sponsorship shall not:

1. discriminate, demean, harass, or ridicule any person or group on the basis of age, gender, race, religion, or sexual orientation;
2. promote the use of controlled substances, alcohol, tobacco, firearms, or certain products that create a safety or health concern;
3. promote obscene, pornographic, or indecent behavior as identified by prevailing community standards;
4. promote any religious or political organization;
5. be libelous or slanderous;
6. use any school or district logo without prior written approval;
7. interfere with or distract from the mission of the program, school, or district.

This policy covers school sponsored events and is the guideline for advertising or sponsorship of products or services to students, staff, parents or community in the schools or on school property for commercial, cultural, economic, environmental, organizational and/or political interests in exchange for money, service, material or other intangibles.

Approved by the Board of Education, November 26, 2007