

CMTY6.1 - Community Relations: Advertising and Fundraising

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ADVERTISING AND FUNDRAISING

No materials used for propaganda purposes—defined as ideas, facts, or allegations spread deliberately to further or damage a cause—shall be allowed to be posted in school buildings, on school grounds, or properties while students are present for instructional or recreational purposes.

Exemptions:

- School-sponsored student government activities, mock elections, and promotions are exempt from this prohibition.

Advertising Sale: The District or individual schools may sell advertising space in accordance with A.R.S. 15-342, subject to the following conditions:

- **Content:** Advertisements must be age-appropriate and cannot promote substances illegal for minors (alcohol, tobacco, drugs, gambling). They must also comply with the state sex education policy of abstinence.
- **School Bus Advertisements:** Advertising on school buses is allowed but restricted to specific areas and must not interfere with the bus's operation or safety features.

Advertising Fund: The District will create an advertising fund to collect revenues from the sale of advertising. Monies in this fund will not be subject to reversion.

Requesting Advertising: Requests to advertise any product by brand name or trademark must be submitted to the Governing Board.

Display of Propaganda Materials for Leased School Facilities: Groups leasing school facilities may display propaganda materials with approval, subject to the following conditions:

- **Sponsor Recognition:** Signage acknowledging sponsors may remain for the duration of the athletic season or extended event.
- **Event-Specific Advertising:** Sponsor signage for events may remain only for the duration of the event and must be removed afterward.

The Governing Board has the authority to decline specific advertisements, and the Superintendent may develop regulations governing advertising and signage on school facilities.

Legal Reference:

- A.R.S. 15-342