

7:24b – ADVERTISING

The Benton School District reserves the right for the Board, or designee, to grant exclusive advertising rights to companies and/or organizations who generously donate to the Benton School District on an annual basis.

The Board, or designee, reserves the right to approve all advertisements before the advertisements are displayed on school any property, including, but not limited to posters, brochures, equipment, team uniforms, and t-shirts.

If the districts contracts with a third party for the solicitation of potential advertisers and the development of advertising programs, the District retains the final authority to accept or reject potential advertisers and proposed advertisements.

Advertising shall be accepted solely for the purpose of generating revenue for the District and its programs, and not for the purpose of establishing a forum for communication. All revenue the District receives from advertisements shall only be used to reduce District costs and/or promote the District.

Regardless of the viewpoint expressed in the advertisements, advertisements shall not be approved that are:

1. For political candidate, political party, the adoption of any bond/budget issues, or any public question submitted at any general, county, municipal, or school election as required by A.C.A §7-1-111.
2. Of an obscene or pornographic nature;
3. Promoting drugs, alcohol, tobacco, firearms, or similar products; or
4. Otherwise deemed to be inappropriate for minors.
- 5.

The District shall also reserve the right to reject advertising that is inconsistent with:

- a. Federal or State laws and regulations;
- b. Commissioner's memos;
- c. The First Amendment;
- d. Board Policy
- e. The District's mission, goals, standards, and curriculum; or
- f. Any content the District determines has a reasonable likelihood of exposing the District to controversy, litigation, or disruption.

Acceptance of an advertisement shall not constitute approval or endorsement of any product, service, issue; organization; activity, or position referenced in the advertisement, nor shall acceptance of advertising from a vendor determine whether the District will purchase goods or services from the vendor through the District's procurement process in Policy 7.5 – PURCHASES AND PROCUREMENT.

Food and beverage advertisements must follow the restrictions set forth 7 C.F.R. 210.30.

The Board has the authority to terminate advertisements at any time.