

Policy Name: Advertising and Sponsorship
Section: 3000 Operational: 3100 Administrative
Policy Number: 0000

Purpose: To establish parameters related to advertising and sponsorship opportunities with the District.

Reference: None applicable

Definitions:

Sponsorship: A sponsorship is a partnership where an organization provides financial support, resources, or expertise to fund or facilitate a project or activity. The sponsor has a defined relationship with the District, often linked to a specific event or program. In exchange for their support, sponsors may receive benefits such as logo placement on District materials, social media recognition, advertising opportunities, and other forms of public acknowledgment.

Advertising: Advertising is the practice of promoting products, services, events, or causes to District patrons through District distribution channels. The goal of advertising is to inform, persuade, or remind consumers, driving awareness, interest, and engagement with the advertised offering.

Policy:

The District accepts advertising and sponsorships. Many community partners and citizens request the opportunity to share information at District locations and on District platforms. This policy details what is and is not permissible. This policy aims to maintain a professional, welcoming, and inclusive atmosphere balancing the District's mission and community values with revenue generation.

Permitted Advertising and Sponsorship Categories

1. Commercial:
 - Promoting goods, services, events, or tourism, including from local businesses and nonprofit organizations.
2. Government:
 - Local, state, or federal government entities to support public purposes such as public health campaigns, community services, or civic engagement.
3. Event and Program:
 - Promoting District events, recreational programs, or public initiatives aligned with the District's mission.

Prohibited Advertising and Sponsorship Content

The following are not accepted:

1. Political Speech:
 - Advocating for or against political parties, candidates, public officeholders, or ballot measures.
2. Public Issue Speech:
 - Expressing opinions on economic, political, religious, or social issues, intended as platforms for public debate. Expressing positive or negative support for public issues.
3. Religious:
 - Promoting or opposing specific religions, practices, or religious organizations.
4. Prohibited Products and Services:
 - Promoting tobacco and vaping products, alcohol and cannabis products, firearms, gambling, adult entertainment, pornographic content, or any products or services prohibited by law.

- Promotion of classes, programs, events, or services not sponsored by the District.
- 5. Harmful or Disruptive:
 - Promotion of unsafe behaviors, anything that contains graphic violence, profanity, discriminatory messages, or advocates illegal activities.
- 6. False or Misleading:
 - Content that is fraudulent, deceptive, or misleading in ways that could harm or confuse the public.
- 7. Objectionable:
 - Content that could disrupt the environment, harm public trust, or damage the District's reputation.

Advertising and Sponsorship Requirements

1. Attribution:
 - Must clearly identify the sponsor or advertiser. If not immediately identifiable, include the phrase "Paid for by [Name]" in a legible font.
2. Compliance with Standards:
 - Must comply with local, state, and federal laws, including those governing intellectual property, trademarks, and advertising standards.
3. No Endorsement:
 - Acceptance does not imply endorsement of the sponsor, products, services, or viewpoints expressed.
4. Clear Identification:
 - Must include necessary details (e.g., dates, times, locations) for events or services.

Advertising and Sponsorship Submission Process

1. Initial Submission:
 - Submission date will be provided as part of an advertising or sponsorship agreement.
2. Review and Evaluation:
 - District staff will review all submissions for compliance with this policy. Legal counsel may be consulted as necessary.
3. Modifications and Revisions:
 - If an advertisement or sponsorship submission includes prohibited content, the contact will be notified and allowed to revise the content.
4. Approval or Rejection:
 - Once reviewed, the District will approve or reject based on this policy.
5. Removal:
 - The District reserves the right to monitor and remove any advertisement or cancel any sponsorship that no longer complies with this policy or applicable laws.

Disclaimer of Endorsement

The acceptance of advertisements or sponsorships does not imply endorsement by the District of the sponsor, products, services, or views expressed. The District remains neutral and does not endorse political or religious content or commercial entities.