

FEE BASED ADVERTISING

The Board authorizes the Superintendent, or his/her designee, to approve advertising in any high school venue in which the name of South Lyon Community Schools is used. The Board directs the Superintendent, or his/her designee, to develop administrative guidelines, which include but are not limited to the following:

The posting of advertising in a high school building or on high school property, including playing fields, gymnasiums, the pool area, and the school in general, is authorized.

The advertising signs posted in a facility will be uniform in appearance, per the Athletic Director's and/or High School Principal's guidelines.

The time and place available for advertising shall be determined by the Athletic Director for athletic facilities or by the High School Principal for all other non-athletic facilities or venues. Those wishing to advertise must apply to the Athletic Director or High School Principal, respectively, and shall be sold advertising space on a first-come first-serve basis subject to the restrictions in this policy and other Board policies.

The Board directs the Superintendent, or his/her designee, to establish a fee schedule describing common advertising fees that apply equally to all advertisements utilizing a particular space or facility.

The following advertising content is prohibited:

1. Advertising tobacco products, alcoholic beverages, or illegal drugs.
2. Advertising which contains profanity, obscenity, sexual innuendo, or other content of a sexual nature.
3. Advertising which is derogatory to individuals or groups.
4. Advertising which depicts, references, pertains, or advocates violence.
5. Advertising likely to cause violence or disruption.
6. Advertising likely to substantially interfere with school educational and extracurricular programs.
7. Explicit intimidation of any student, employee, agent, guest, or volunteer of South Lyon Community Schools.
8. Without regard to viewpoint, advertising which references controversial topics likely to cause disruption including, without limitation: political opinions such as, abortion, same-sex marriage, international wars and terrorism, and religious expression or connotation.

Indoor signs may only be displayed during a contest and must be removed immediately after the contest ends.

**BOARD OF EDUCATION
SOUTH LYON COMMUNITY SCHOOLS**

RELATIONS
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South Lyon Community Schools assumes no financial responsibility for repair or replacement of signs due to vandalism, weather or other reasons.

South Lyon Community Schools will not provide storage for signs when not being displayed.

South Lyon Community Schools employees are not required to provide assistance with the set-up or removal of signs.

*Adopted June 18, 2001
Revised July 21, 2008
Revised November 5, 2012*