

**FEE BASED ADVERTISING**

The Board authorizes the Superintendent, or his/her designee, to approve advertising in any 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 school building or on 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 school Principal's guidelines.

Duration of posting of signage will be determined by the Athletic Director and/or Principal and communicated in the advertising agreement.

Acceptance of fee based advertising other than signage (e.g. business names or logos on materials) is delegated to the building principal with input from his/her SIP committee.

The time and place available for advertising shall be determined by the Athletic Director for athletic facilities or by the School Principal for all other non-athletic facilities or venues. Those wishing to advertise must apply to the Athletic Director or 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 for signage 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 or references guns or other weapons.
5. Advertising which depicts, references, pertains, or advocates violence.
6. Advertising likely to cause violence or disruption.
7. Advertising likely to substantially interfere with school educational and extracurricular programs.
8. Explicit intimidation of any student, employee, agent, guest, or volunteer of South Lyon Community Schools.

9. 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.

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  
Revised March 19, 2018*