

Advertising at High School Athletic Facilities**1. Definitions**

- A. **Advertising** means any payment of money or other economic benefit to a school, Varsity Club, or the District that requires visual or placement of a name, slogan or product message on school district property. The term advertising does not include traditional fundraising activities or outright gifts to the District.
- B. **Vendor** means any individual who or company, corporation, organization or entity that wishes to enter a contractual agreement to purchase advertising space at athletic facilities of the two high schools of the Wallingford Public Schools.
- C. **Athletic Facilities** means Lyman Hall Fitzgerald Field, Lyman Hall Softball Field, Lyman Hall Gymnasium, Lyman Hall Tennis Courts, Sheehan Riccitelli Field, Sheehan Softball Field, Sheehan Lacrosse/Field Hockey Field, Sheehan Baseball Field, Sheehan Tennis Courts, Sheehan Pool, and Sheehan Gymnasium.

2. General Prohibitions

No advertising or promotion at the athletic facilities of the Wallingford Public Schools shall:

- A. Conflict with the Board of Education's mission or policies;
- B. Promote hostility, disorder, illegal activity, or violence;
- C. Include libelous or slanderous material;
- D. Include vulgar, pornographic, obscene, plainly offensive or sexually explicit language or graphics;
- E. Include any individual's likeness or any copyrighted or trademarked materials without permission of the individual, copyright or trademark-holder;
- F. Endorse a political cause, political activity, political party or candidate for political office or position;
- G. Promote or reference drugs, alcohol, tobacco, electronic nicotine delivery systems, firearms or gambling;
- H. Promote non-district K-12 schools;
- I. Advance or inhibit any religion or religious organization;
- J. Be consistent with the District's non-discrimination policies;
- K. Use the logo, mascot or name of either high school or the Wallingford Public Schools without express written permission;

Advertising at High School Athletic Facilities**2. General Prohibitions (Continued)**

- L. Include language or graphics that include fighting words or hate speech; or
- M. Disrupt the educational process or the efficient operation of school athletic activities.

3. Procedures**A. Contracts**

1. All vendors shall sign a contract developed by the District and said contract will be kept on file at each of the high schools.
2. Such contract shall include a provision whereby all vendors agree to comply with the Wallingford Public Schools Advertising at High School Athletic Facilities Policy and these regulations.
3. Such contract shall include a provision whereby the vendor agrees that the exclusive banner-maker for the Wallingford Public Schools shall create the vendor's advertising.
4. Such contract shall include a provision whereby the vendor agrees that the banner created for the vendor's outdoor advertising shall only be on display during athletic events and shall be removed for all other times. The vendor agrees the banner created for indoor advertising will remain on display at all times.
5. Such contract shall include a provision holding the district harmless from any claims in any way arising out of the presence, maintenance or removal of the advertiser's banner on school property, including, but not limited to any intellectual property right infringement.

B. Cost

1. The cost of advertising shall be determined by July 1st of each year and shall be available on the District's website.
2. The cost of advertising shall include the production, but not the creative design, of the vendor's advertising banner.

C. Creation of Banners

1. Through a competitive bidding process, the District shall select a banner-maker who will be the exclusive banner-maker for advertising on the athletic facilities of the Wallingford Public Schools.

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3. Procedures (Continued)

2. Each banner will be uniform in size and shape per the particular location of the athletic facility.

D. Approval of Drafts

1. Each vendor shall present a draft of its banner to the District. The draft must be presented to the officers of the Varsity Club and to the athletics directors; along with administration.
2. The District shall review the advertising and have sole discretion for any adjustments to align the banner with the Wallingford Public Schools policy regarding Advertising at High School Athletic Facilities and these regulations.
3. No draft that fails to meet the requirements outlined in these regulations shall be made into a banner for placement on the athletic facilities of the Wallingford Public Schools.
4. Once a draft is approved by the District, the draft will be sent to the exclusive banner-maker for production.

E. Installation of Banner

1. In consultation with the District, the vendor shall select an athletic facility location from a list of available locations.
2. Once the banner is received from the exclusive banner-maker, it shall be displayed in the selected athletic facility location during athletic events.

F. Maintenance of Banner

1. It shall be the responsibility of the Varsity Club at each high school to perform routine cleaning of all vendors' banners.
2. If a banner cannot be cleaned by routine cleaning, such banner will be replaced.

G. Removal of Banner

1. A vendor may at any time alert the District that the vendor would like to have its banner removed from school property.

Advertising at High School Athletic Facilities**3. Procedures (Continued)**

2. Upon request of the vendor, the District will return the banner to the vendor; however, the vendor shall not be entitled to a refund of the cost of the advertising.
3. The District may remove a banner at any time. If the District removes a banner before the end of the contract term, the District shall refund the vendor on a pro-rata basis.

H. Renewal of Banner

1. The renewal period shall begin at the end of the contract period and shall last one calendar month.
2. It shall be the responsibility of the vendor to contact the District within the renewal period to renew the contract for advertising.
3. If the vendor does not agree to a new contract with the District within the renewal period, the facility space will be opened to new vendors.

4. Advertising Specifications

1. All advertisement banners shall be three feet by six feet.
2. Advertisements may be black/white or color.
3. Advertisements will only be on display during athletic events.
4. Advertisements may be purchased for one season or multiple seasons if the facility is used for more than one season.

5. Accounting

1. Funds will be processed and managed by each Varsity Club at each high school.
2. At the end of each school year, the athletic directors and officers of each Varsity Club at each high school shall meet to account for all funds and all expenditures.

Regulation Adopted: 06/23/14

Regulation Revised: 12/22/14