

## Advertising And Promotion

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The district reserves the right to grant permission to certain non-profit organizations to distribute materials through the schools, to students, regarding student-related activities. The superintendent or designee shall approve or deny the use of all banners, signs, or other advertisement or promotional material on school district property. Any and all such materials and/or the content thereof are subject to review and approval. Further, all signs and advertising must be consistent with the district's core values and beliefs.

Sponsors will also not be permitted to distribute any advertisement or promotional content which materially and/or substantially interferes with, or may be disruptive to, the educational process or the requirements of school operation. Materials from organizations which are not district-sponsored may be allowed, on a limited basis. Requests for permission to distribute materials through the district's schools are to be directed to the Superintendent's Office. Permission may be granted for the distribution of such materials under the following conditions:

1. The material contributes to the education, health, welfare, or safety of students.
2. The organization requesting permission is reputable, non-profit, non-religious, and related to the education, health, welfare, or safety of students.
3. The material is factual and falls within the guidelines outlined in Board Policy 1325.
4. The advertising or sale to students or employees of articles shall be prohibited.
5. Permanent sponsorship shall be permitted only with approval of the Superintendent or his /her designee.
6. Sponsorship recognition through temporary signage that does not include a "call to action" shall be allowed when there is clear benefit to the school and/or district, has a clear sunset date, has minimal impact on school operations or classroom activities, and is not located within a classroom.

The priority of the district is always student achievement.

No classroom intrusion: Sponsorship activities including branding and signage will not be allowed in classrooms at any time.

Participation in sponsored activities shall not be mandatory: Acceptance of a sponsor's products or service must never be made a condition for student or staff participation in the sponsored activity or program. For example, schools or central offices shall neither insist that students wear clothing carrying the sponsor's name or brand, nor require students to participate in the sponsored activity.

Protecting the integrity of the BUSD brand is integral to the district's success: BUSD is seen as a large and attractive market for sponsors and it is beneficial to be associated with the district name. Activities must never compromise the high integrity of the school district as an instructional institution that serves children. The activities of the

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