Washington County School District
121 West Tabernacle Street
Saint George, Utah 84770
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District Policy 3600

Advertising: Distribution and Posting of Promotional Materials

Advertising Washington County School District - Approved 1-12-10; Revised 4-10-12; Revised 6-16-15; Revised 12-13-16; Revised 3-7-17; Revised 11-2-21; Revised 5-11-26

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1. Purpose

The purpose of this policy is to establish standards and procedures governing the distribution and display of advertising and promotional materials within the District.

This policy is intended to:

- Prevent the use of District resources for commercial or non-educational purposes; and
- Protect the educational environment for students and employees.

The District recognizes that limited and appropriate advertising and promotional opportunities may provide financial support to schools, the Washington County School District Foundation, and approved parent organizations. Such activities are permitted only when consistent with the educational mission of the District and in compliance with this policy.

The District has an affirmative obligation to protect the educational environment, maintain order and discipline on school premises, and safeguard the well-being of students and employees. This policy is intended to balance these responsibilities with controlled and appropriate distribution of authorized promotional materials.

2. Definitions

2.1. **Advertising/Promotional Materials**

Include, but are not limited to, flyers, posters, emails, digital graphics, social media content, promotional items, sponsorship materials, event advertisements, incentive certificates, and any material promoting goods, services, events, or financial interests.

2.2. **Distribution**

Includes physical and electronic distribution methods, including flyers, emails, websites, social media, posters, banners, and any use of District or school communication systems or facilities.

2.3. **Governmental Organization**

For purposes of this policy, “governmental organization” means a municipality located within Washington County, including city departments, city recreation programs, law enforcement, and public library systems.

2.4. **College or University**

For purposes of this policy, “college or university” means a regionally accredited institution of higher education with a physical campus located within Washington County. This may include partner institutions outside Washington County when participating in joint programs, research, or student engagement initiatives approved by the District.

3. Policy

3.1. **General Rules**

3.1.1. All nonprofit, for-profit, or employee-related promotional materials must be submitted to, approved by, and distributed through the WCSD Foundation.

3.1.2. Alternative distribution using school or District resources is prohibited.

3.1.3. The District reserves the right to approve, or deny, or limit distribution of advertising materials.

3.1.4. Approval must be obtained prior to printing, payment, or distribution.

3.1.5. Materials inconsistent with District policies, educational mission, age appropriateness, or community values will not be approved.

3.1.6. Payment must be received by the WCSD Foundation prior to distribution.

3.1.7. Advertising materials may not be distributed the first or last week of school unless approved by the Foundation Director or designee.

3.2. **Content Standards**

3.2.1. All advertising or promotional materials shall be age appropriate and shall not:

- Disrupt, interfere with, or detract from the educational environment;
- Promote substances or activities that are illegal for minors, including alcohol, tobacco, drugs, or gambling;
- Promote any religious or political purpose, including support for or opposition to any candidate, ballot measure, or political interest;

• Promote or advertise competing educational organizations or entities in conflict with the District's mission or programs;

• Require or imply endorsement by the school, District, teachers, or students, or exert undue pressure on students, parents, or employees;

• Promote or contain content that is hostile, disruptive, violent, vulgar, abusive, obscene, or sexually explicit;

• Discriminate against or demean any individual or group based on race, gender, ethnicity, age, disability, or religion;

• Advocate for the violation of law or Board policy.

3.2.2. All approved materials must include the following disclaimer in at least 10-point font, clearly displayed at the bottom:

"These materials are neither sponsored nor endorsed by Washington County School District. Washington County School District Foundation has received direct financial benefit for distribution of this flyer."

4. Procedure

4.1. **General Requirements for Advertising and Distribution**

4.1.1. All non-governmental promotional materials, including those from nonprofit organizations, for-profit entities, and employee-affiliated businesses, and boosterclubs, shall be reviewed, approved, and distributed exclusively through the WCSD Foundation. For guidance on booster club classification, management, and advertising procedures, see Administrative Letter A167 - Booster Clubs.

4.1.2. Use of District or school resources to distribute promotional materials outside of the Foundation process is prohibited.

4.1.3. Approval or denial of any promotional material is at the sole discretion of the Foundation. Materials inconsistent with District policy, educational mission, age appropriateness, or community standards shall not be approved.

4.1.4. Approval must be obtained prior to printing, payment, or distribution. Requestors shall allow up to fourteen (14) days for review and processing.

4.1.5. Requests for approval must be submitted via email to advertising@washk12.org.

4.1.6. The perceived value or potential interest to students or families does not exempt any promotional material from the requirements of this policy. All materials, including those related to scholarships, enrichment opportunities, camps, or community programs, must be submitted to and approved by the Washington County School District Foundation for distribution.

Scholarships or charitable fundraising efforts that involve the collection or distribution of funds within the school must also comply with District procedures, including completion of Form 5001

- Business Documentation Form - Charitable Fundraisers & Scholarships, when applicable.

4.1.7. Job postings or other employment solicitations directed at students are considered advertising and must be submitted to and approved by the Washington County School District Foundation prior to distribution. These opportunities may not be shared directly by schools, staff, or volunteers without Foundation approval, even if they are from local businesses or community partners.

4.1.8. Employees shall not use District email accounts, internal contact lists, or any other District-provided communication tools to distribute advertising or promotional materials. This includes forwarding materials received from external organizations, even if the content appears to provide value, discounts, or employee appreciation offers.

All such materials must be submitted to the Washington County School District Foundation at advertising@washk12.org for review and approval. Approved materials will be distributed exclusively by the Foundation through District-established channels.

4.2. **Format, Fees, and Distribution Standards**

4.2.1. Materials must be submitted as a single-page 8.5 x 11 PDF with selectable text. Image-only or scanned documents shall not be approved.

4.2.2. Distribution shall occur through Foundation-established channels.

4.2.3. Applicable fees shall be established by the Foundation and must be paid prior to distribution.

4.2.4. Physical materials, when approved, shall be prepared and bundled in accordance with Foundation requirements.

4.3. **Guest Speakers/Presentations**

4.3.1. Promotional materials for activities involving guest speakers, authors, performers, or similar individuals who provide assemblies, presentations, or events at no cost in connection with the sale of books, merchandise, or other items shall be considered advertising. Distribution of such materials to students or families must comply with all provisions of this policy, including submission, approval, and payment of applicable advertising fees.

4.3.2. Presentations, assemblies, classroom instruction, or parent events conducted by outside individuals or organizations shall not be used as a means to distribute promotional materials or market goods or services. Any distribution of branded materials, brochures, business cards, discount offers, or other items intended to promote a business, service, or financial interest shall be considered advertising and must comply with all provisions of this policy, including submission, approval, and payment of applicable advertising fees.

The provision of a presentation, assembly, or event at no cost shall not exempt the activity from advertising requirements.

4.3.3. Instructional time, classroom access, school events, or participation opportunities shall not be used, either explicitly or implicitly, for the marketing of goods or services or for the

distribution of promotional materials.

4.3.4. Certain activities described in this section may also fall under Policy 3610 - Fundraising.

4.4. **School-Created Flyers and Cross-School Distribution**

4.4.1. Schools may distribute materials they create for school-sponsored activities within their own school without Foundation submission.

4.4.2. Materials created by outside individuals or organizations, or booster clubs shall not be distributed by schools and must be submitted through the Foundation. For booster club procedures, see Administrative Letter A167 - Booster Clubs.

4.4.3. Distribution of school-created materials beyond the originating school requires Foundation approval and distribution.

4.4.4. A school sponsored activity must be approved by administration, supervised by District employees, and utilize authorized District accounts for all funds.

4.4.5. All fees, registrations, and ticket revenues associated with advertised activities shall be processed through authorized District systems.

4.4.6 High School Productions - Inter-School and Employee Advertising

- High school drama departments may submit a digital flyer to advertising@washk12.org for distribution to Washington County School District employees.

- High schools may also request that their flyers be distributed to families in their school cone site by sending the flyer to advertising@washk12.org and specifying the desired cone site distribution.

- Flyers for other schools' performances may only be shared within the originating school population. Distribution to District employees or to families beyond the originating school population is limited to high school productions and must be coordinated through the Foundation.

4.4.7. High School Charitable Fundraisers/Cone Site Distribution

This option is available only to high schools and applies to charitable fundraisers requesting distribution beyond the originating school.

High school charitable fundraisers that request distribution beyond the originating school, including to feeder or cone site schools, must be submitted to advertising@washk12.org along with a copy of the completed and signed Form 5001 - Business Documentation Form - Charitable Fundraisers & Scholarships.

All requests will be reviewed by the Washington County School District Foundation, and approval for cross-school distribution is not guaranteed. Submitted materials must comply with all advertising requirements outlined in this policy, including submission as a single-page, single-sided 8.5 x 11 PDF with selectable text.

When approved, distribution will be coordinated and conducted exclusively by the Foundation through established District channels. These materials are considered promotional whenever distribution beyond the originating school is requested.

4.5. **Governmental and College/University Materials**

4.5.1. Qualifying governmental organizations and colleges/universities may submit informational materials for distribution through the Foundation.

4.5.2. Such materials shall be limited to informational purposes and shall not include third-party advertising, sponsorship recognition, or fundraising activities.

4.5.3. Distribution shall be limited to one flyer per event or purpose and shall occur in accordance with Foundation procedures.

4.5.4. Distribution under this section is provided at no cost and is subject to approval at the sole discretion of the Foundation Director.

4.5.5. All materials must include the following disclaimer in at least 10-point font, clearly displayed at the bottom:

“These materials are provided for informational purposes only and are neither sponsored nor endorsed by Washington County School District or Washington County School District Foundation.”

4.5.6. Requests for approval must be submitted via email to advertising@washk12.org

4.6. **Incentives and Promotional Items**

4.6.1. Donated incentive items provided to students shall not be considered advertising when provided at no cost and tied to defined educational objectives.

4.6.2. Items requiring any payment shall be considered advertising and must comply with this policy.

4.6.3. Incentives distributed broadly without performance criteria shall be treated as advertising.

4.6.4. All student incentives provided by external entities, including donated gift cards or other items for holiday, special occasions, or general student support, shall be approved by the Foundation prior to distribution.

4.6.5. Gift cards, coupons, or other items donated by businesses for free distribution at school-sponsored events, including athletic contests or performances, shall be considered advertising. These items must comply with all provisions of this policy, including Foundation review, approval, and any applicable fees.

4.6.6. Donated gift certificates, prizes, or other items intended for teacher or employee recognition, such as Teacher Appreciation gifts, shall be submitted and approved through the Washington County School District Foundation prior to distribution.

4.6.7. All donated gift cards, certificates, or other items intended for distribution to students or employees, including Teacher Appreciation or holiday gifts, must be submitted through and approved by the Washington County School District Foundation prior to distribution. Schools may not bypass documentation or approval processes for items not purchased with District funds.

Proper forms, such as the WCSD Foundation In-Kind Donation Form, the District Form 5010 - Student Support Documentation Form or the District Form 5009 - Business Documentation Form - Rewards and Recognition, must be completed and retained in accordance with District procedures. This ensures accountability, compliance with IRS reporting requirements, and protection of staff, students, and the District.

4.7. **Sales Representatives and Solicitation**

4.7.1. Sales representatives and agents are prohibited from promoting or selling products or services on District property during school or work hours, including before and after school, or during employee breaks.

4.7.2. This restriction does not apply to vendors conducting official District business with designated personnel.

4.7.3. Sales representatives shall not be present during meetings or access employee contact information, except as authorized.

4.8. **Special Event Exceptions**

4.8.1. The Foundation Director or designee may approve limited exceptions for significant community or District-related events consistent with the intent of this policy.