

<p>TUCSON UNIFIED SCHOOL DISTRICT</p> <p>GOVERNING BOARD EXHIBIT</p>	<p>EXHIBIT TITLE:</p> <p>Advertising in Schools Exhibit</p>
	<p>POLICY CODE: KHB-E</p>

Advertising and Sponsorship Opportunities--Academics

Marquees: The following rates for advertisements are suggested minimums and may change.

1. Elementary \$5,000
2. Middle School \$10,000
3. High School \$15,000

Advertisements will appear on a sign below the marquee for five (5) years. Such messages will not appear on the marquee display. Only the school name, school mascot or logo, school colors, and space for regularly changing messages to the public may appear on the marquee display pursuant to Policy FFC.

Facility Improvement: The selected building will have a plaque inside acknowledging the business's contribution, and may contain the business's name, logo, and slogan. The plaque will remain in the facility through a three (3) year renewable agreement which may terminate once the site no longer benefits from the business's contributions, allowing the site to remove the plaque.

The fees for placing the plaque will be equal to the cost of upgrading the facility.

Product Integration: The selected building will have a plaque inside acknowledging the business's contribution, and may contain the business's name, logo, and slogan. The plaque will remain in the facility through a three (3) year renewable agreement which may terminate once the site no longer benefits from the business's contributions, allowing the site to remove the plaque.

The fees for placing the plaque will be equal to the cost of modifying the facility, purchasing the business's products, and purchasing any other products necessary to integrate the business's products. Products purchased will be jointly selected by the employee responsible for the facility, Technology Services if the product is a device, and a business representative.

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Advertising and Sponsorship Opportunities--Athletics

Individual School Scoreboard: Scoreboards will have a sign or banner below the main display acknowledging the business’s contributions to the school. These messages will last the entire school year and cost \$1,200 per school year.

Individual School Banner: Banners will contain an acknowledgment of the business about equal to the space used for the school’s logo. Banners will also contain the school’s logo and name. Rates are as follows:

1. Display for one (1) season \$400
2. Display for two (2) seasons \$700
3. Display for three (3) seasons / whole year \$1,000

Advertising and Sponsorship Opportunities - Transportation

Buses: Signage placed on both sides of the bus will be considered two (2) signs for the purposes of this exhibit. The following rates apply:

# of Signs	3-5 Months	6-8 Months	9+ Months
1-20	\$200/month	\$190/month	\$180/month
21-40	\$170/month	\$160/month	\$150/month
41-60	\$140/month	\$130/month	\$120/month
61+	\$110/month	\$100/month	\$90/month

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Example bus advertisement



Maintenance Vehicles: Advertisements on box trucks, vans, pickups, and trailers will be considered two (2) ads if they are placed on both sides of the vehicle. The following rates apply:

Vehicle	Placement of Ad	Rates
Box Truck	Side	\$800/month
	Rear Panel	\$500/month
Van	Side	\$300/month
Pickup	Side	\$150/month
Trailer	Side	\$150/month

Advertising and Sponsorship Opportunities--Extracurriculars

KWXL-LP Broadcast: The District’s low-power broadcast station will air the business’s advertisement, with the ad being a maximum of one (1) minute in length. An advertisement may only appear once for every hour the broadcast lasts, and a business’s ad may only appear once per broadcast. The business will pay \$500 for a single 30 second ad, and \$100 for every additional 5 seconds in that ad.

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Morning Announcement: Announcements will play an advertisement (30 seconds maximum) provided by the business, which will only play once per morning announcement broadcast. The business will pay \$500 for every time its ad plays in the morning announcements.

Individual School Newspaper: Businesses will place their advertisement in the space provided by the individual newspaper. The suggested minimum rate will be \$25 to have these ads in an individual school’s newspaper for a year.

Fundraisers: See regulation JJE-R.

School Club and Program Activity: Businesses who wish to collaborate with school clubs and programs must first seek the approval of the designated employee responsible for the club or program and the president of the club or program. The employee and president will then seek approval from the Superintendent.

The business will pay a fee equal to the cost of buying the products or services provided, and in return receive an acknowledgment from the club or program for as long as the products provided are used or a benefit from the services is retained.

Advertising and Sponsorship Opportunities--Other

District and School Webpages: Businesses will pay \$300 per month to have their advertisement on the District’s webpage, and \$200 per month to have their advertisement on an individual school’s webpage. Clicking on the ad must lead to the business’s website.

Gifts: Businesses that provide an item or service to the school may receive an acknowledgment in the relevant area. The District will not grant an advertising opportunity based solely on the business providing a gift, and businesses must follow the advertisement procedures outlined above for areas allowing advertisements.

District or Individual School Merchandise: Businesses must obtain a license to use the District’s copyrighted material and trademarks prior to making any product which contains said District material pursuant to policy EGAD. Upon obtaining a license, the District will obtain royalties in proportionate to the sales revenue generated by the products using the District’s intellectual property.

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Advertising in Schools Letter of Intent

By this Letter of Intent (LOI), _____ (“Donor” or “Sponsor”) hereby promises to support the Tucson Unified School District (“District”) through this commitment of \$_____ to sponsor a District program or activity as outlined below.

Gift Purpose

This commitment is made to benefit the District and its students and to further the District’s educational mission. The specific use of these funds is the sponsorship of

Gift Information

The Donor/Sponsor hereby promises to contribute \$_____ to be fulfilled in accordance with the following schedule.

Payment Date

Amount

Terms and Conditions

Sponsorship donations are accepted by the Superintendent or designees and are subject to the District’s policies and regulations for donations, advertisements, and the applicable law.

Policy KHB and regulation KHB-R are incorporated in this LOI. By the Donor’s/Sponsor’s signature below, Donor/Sponsor acknowledges and agrees to be governed that policy and regulation.

Recognition

In recognition of the contributions set forth in this letter, the District shall

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Should the Donor/Sponsor fail to fulfill this commitment, the District may rescind the sponsorship. The District will honor the Donor/Sponsor’s intent as outlined in this LOI and pursuant to policy and regulation unless the District determines that continued acknowledgment, sponsorship, or advertisement of the Donor’s/Sponsor’s business may compromise the District’s public trust or image or a District’s school, program, or activity.

Should the program or activity sponsored be discontinued for any reason, the District will notify the Donor/Sponsor, and, when feasible, attempt to identify an alternate sponsorship opportunity to recognize the Donor's/Sponsor’s commitment appropriately.

All signage shall comply with District design and safety standards, District policy and applicable law.

Donor/Sponsor or Representative

Tucson Unified School District

Name: _____

Name: _____

Title: _____

Title: _____

Company: _____

School/
Department: _____

Signature and Date

Signature and Date