

**Wilson Area School District
Signage/Banner Sponsorship**

- Purpose** The Board approves the policy as a venue for revenue enhancement to support educational and athletic activities. This includes advertising on the athletic fields, utility poles, and light posts in accordance with this policy and the Board's Sponsorship Policy.
- Authority** The Board has the authority to allow rental of advertising space and reserves the authority to revise or eliminate the signage/banner program at any time, at its sole discretion. Payment for advertisement must be paid in full upon signing of a contract. Reimbursement of payments would occur on a pro-rated basis if the Board decides to remove the advertisement. Any cost incurred by the district as a result of the advertisement will be deducted prior to reimbursement.
- Guidelines** Signage/Banner contracts must be submitted to the Business Office. Sponsorship contracts will be awarded based on application submission date, availability of advertisement venue, and approval of the Superintendent or designee. Signage/Banners that may be considered in conflict with this policy, or of a nature to cause question, will be referred to the Wilson Area Board of School Directors for review/approval. As additional inventory becomes available on a first come first serve basis. Waiting list shall be established that reserve "place" as demand for venues increase with the right of refusal as venue becomes available.
1. Signage/Banners will be displayed based on the language and length of the contract.
 2. The Board must approve the design and content of all signs/banners prior to their construction and may, at their sole discretion, reject advertising of topics inconsistent with:
 - (1) Federal, state or local laws
 - (2) The District's educational mission
 - (3) District policies and regulations.The District reserves the right at all times to strictly interpret this provision.
 3. Signs/Banners must be professionally made by the Board approved vendor.

4. The District's Maintenance Department is responsible for hanging, storing, and removing signs/banners.
5. Signs/Banners must adhere to all municipal zoning ordinances and Board policies.
6. All funds generated from sign advertisement will be included in the Athletic Fund balance. All funds generated from Banner program will be included in Educational Foundation Account.