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**DISTRIBUTION/PROMOTION OF NON-EDUCATIONAL MATERIALS & ACTIVITIES BY COMMERCIAL GROUPS**

- 1) All materials and activities must be consistent with Olympia School District policies and federal and state law. Commercial support or activity will be prohibited in the District or in the schools if it:
  - a) Promotes the use of illicit drugs, alcohol, tobacco, or firearms,
  - b) Promotes hostility, disorder, or violence,
  - c) Attacks or demeans any gender, ethnic, racial, or religious group,
  - d) Is libelous,
  - e) Promotes any religion,
  - f) Promotes or opposes any political candidate or ballot proposition,
  - g) Inhibits the functioning of any school.
- 2) Non-educational materials or activities promoted/distributed by commercial groups must support the vision, mission, and goals of the district and the schools.
- 3) All requests for distribution/promotion of commercially sponsored non-educational materials or activities must be approved by the Superintendent or his/her designee according to the standards of Policy 4230 and related procedures. Schools have the right to be more restrictive.
- 4) The objectives of any contest, campaign, or promotion shall be consistent with the District's goals and policies.
- 5) Approved materials will be labeled as:
  - a) For distribution in backpacks;
  - b) For countertops , only;
  - c) For posting.

**CURRICULAR MATERIALS**

- 1) All sponsored materials and activities must be held to the same standards used for the selection and purchase of curricular materials (see Policy 2020, Adoption of Instructional Materials), as well as those in this policy.
- 2) Sponsor recognition and corporate logos should be for identification rather than commercial purposes as well as those in this policy.
- 3) Programs of corporate involvement must be structured to meet an identified educational need, not a commercial motive, and must be evaluated for educational effectiveness by the school/district on an ongoing basis. This includes art, essay, and technology contests.
- 4) Advertising is permitted to the extent educationally appropriate with courses of study which have specific lessons related to advertising.
- 5) The objectives of any contest, campaign, or promotion shall be consistent with the District's goals and policies.
- 6) Advertising is permitted in such supplementary classroom and library materials as newspapers, magazines, television, the internet, and similar media used for current events or as an appropriate research tool.

**FUNDRAISING**

- 1) Advertising, appropriate to the school environment, is permitted in year books, school newspapers, student organizers, and event programs.
- 2) Advertising is permitted on scoreboards, district athletic fields, and vending machines. Such advertising shall not promote the use of illicit drugs, alcohol, tobacco, or firearms.
- 3) Sponsor recognition from commercial and community donors may be given. Such recognition can be in the form of the corporate name or logo for identification purposes on the product or material provided, or as a written acknowledgement in an appropriate school publication.
- 4) Participation in fundraising by students and families should be voluntary.
- 5) Solicitation and collection of money by students for any purpose including the collection of money in exchange for tickets, magazine subscriptions, or any goods or services for the benefit of an approved school organization may be permitted by the Superintendent providing that the instructional program is not adversely affected consistent with policy.
- 6) Participation by a student in any fundraising activity shall not interfere with his/her program of curricular or co-curricular activities consistent with policy.
- 7) Schools must use discretion in determining the appropriateness of the fundraising activity consistent with policy.



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