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**AURORA PUBLIC SCHOOLS**  
**Adopted May 1972**  
**Revised September 1980**  
**Recoded March 1999**  
**Revised September 2007**  
**Revised November 2023**

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**APS Code: KHA/KHB**

**ADVERTISING IN THE SCHOOL DISTRICT  
AND REVENUE ENHANCEMENTS**

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The Board of Education is aware of its responsibility to protect students. While the Board recognizes the value that community partnerships may provide, it will not tolerate the exploitation of students.

**Public Solicitations**

No tickets for commercial events or products shall be sold or offered for sale on school premises except as provided for in policy JJE, Student Fund-Raising Activities. Exceptions may be made for parent-teacher organization fundraising activities with prior approval from the student achievement director.

Fund drives and collections of toys, food or clothing by non-District organizations are prohibited. Exceptions may be made for events organized by district staff or students with prior approval from the school principal or the Superintendent of Schools or designee.

The Partnership for Choice campaign includes an opportunity for staff to donate to the Aurora Public Schools Foundation and the United Way, the only organization authorized to conduct its annual campaign in the District.

The Aurora Public Schools Foundation may create additional sponsorships with prior approval by district legal council, the superintendent or designee.

Contracts with for profit groups must have prior approval of the Superintendent or designee. School personnel may not act as official representatives of the school and/or the School District to solicit funds from the public.

**Advertising**

Advertising for commercial purposes may not be done on school premises without prior approval by legal counsel and the superintendent or designee. The district and the Aurora Public Schools Foundation may enter into agreements with other agencies that provide products in exchange for promotional opportunities. Instructional materials with a limited amount of advertising may be used

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with prior approval from the superintendent or designee.

Aurora Public Schools will share information about City of Aurora events that benefit students and families with prior approval from the superintendent or designee.

The district and schools may not distribute materials that advertise commercial events, services, products or organizations without prior approval from the Superintendent or designee and is subject to approval by the principal.

If a school-sponsored event is scheduled at a commercial location, the event and location may be announced.

**Lists of Employees/Pupils**

Lists of employees or students may not be used for commercial purposes, solicitation or circulation. Exceptions to this must receive prior approval from the Superintendent or designee.

CROSS REF.:           JJE, Student Fundraising Activities

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The District encourages cooperative, positive partnerships with the business community. The District's sponsorship/advertising program is intended to enhance the District's educational program, not to provide a means of communication by which non-school persons or entities may communicate with the school community. The District, therefore, may enter into sponsorship or advertising agreements only when the District determines that doing so is in the best interests of the District and the program can be implemented in a manner that is satisfactory to the District. Consistent with this principle, the District reserves the right to determine what agreements will be beneficial to the District and the content of any subsequent sponsorship or advertising display. All sponsorships/advertising contracts will allow the District to terminate the contract.

**District Guidelines**

All announcements, messages, sponsorships and revenue enhancements covered by this regulation must be consistent with the District's educational mission.

Outdoor signage shall not exceed the dimensions of the area where the sign will be placed, and will be limited to the fence perimeter of the fields, scoreboards, and concession areas and shall comply with applicable rules, guidelines, and regulations imposed by any sanctioning body of the event at which the signage will be displayed. Outdoor signage may allow for the name of the sponsor.

Advertising/signage will not be allowed in classrooms. For the purposes of these guidelines, gymnasiums will not be considered classrooms.

No advertising will be allowed in the interior of District school buses. Exterior advertising will be restricted to the side quarter panels of buses. A special waiver for additional advertising on vehicles may be granted by the Board of Education.

Vendors may be allowed to advertise at after-school functions, such as back-to-school nights and must obtain permission from the school principal before participation. District and individual school publications may contain advertising indicating the sponsor's name and/or logo.