

North County Christian School and Athletic Booster Club Advertising and Sign Policy

Advertising Purpose Statement

It is the belief of North County Christian School (NCCS) and the Athletic Booster Club (Club) that commercial messages and/or advertisements are not public forums of any nature and that all advertising shall be commercial in nature. Furthermore, all advertising may be permitted in the school facility or on school property under ownership and control by NCCS pursuant only to a written contract expressly permitting the same and only under, and in compliance with, the established policies, practices and guidelines approved by the NCCS Board. Such materials must be aesthetically pleasing, enhance the school environment, and not be allowed to compromise the Christian values promoted by NCCS.

The purpose of this policy and its related practices and guidelines is to define the conditions upon which commercial messages and advertisements may be placed in school facilities or upon school property, and to establish definitive guidelines for the acceptance and placement of such messages or advertisements. It is the intent of NCCS to preserve its full rights and discretion to restrict access to the school facilities and school property and to reject or refuse placement or require removal of any or all commercial messages or advertisements that do not comply with those guidelines. To the extent that any such messages and advertisements are accepted, it is the intent of NCCS to reserve and exercise the right of full editorial control over the placement, content, size, appearance and wording, and to determine and prohibit types of commercial messages or advertisements that are deemed inappropriate for, or inconsistent with, the usage of school facilities and school property.

All school facilities and school property are intended for, and are for the exclusive use of, NCCS and its designees for the public purposes associated with education, athletics, community recreation and community activities and entertainment. No school facilities nor school property shall be intended or considered as an open, limited, or other public forum, and no person shall have a right to access and use any school facilities nor school property for any purpose other than the intended and authorized public purpose or service. Placement of commercial messages or advertisements in school facilities or on school property shall require specific authorization by the NCCS Board.

Delegation of Authority; Limitations and Restrictions

The NCCS Board hereby delegates the Club Executive Board the authority and responsibility of negotiating contracts on behalf of NCCS for the posting of commercial messages or advertisements in school facilities or on school property, provided, however, that the Club Executive Board shall have no authority to permit anything that is prohibited by this policy, its related guidelines and ordinances by the City of Florissant, and that all tentative contracts are subject to the final approval and signature of the NCCS Board. Commercial messages or advertisements may be authorized and accepted only under the following conditions:

- 1) Commercial messages or advertisements shall not be accepted for placement directly upon or within any school facilities or school property except as is specifically designated for the placement thereof.

2) Currently designated facilities for the placement of commercial messages and advertisements are as follows:

- a. Fencing around the soccer field*
- b. Walls facing the soccer field*
- c. Walls inside the gymnasium*
- d. Other areas will be considered upon request.*

Some segments of the areas listed above will be restricted as designated by NCCS Administration. Designated areas must be approved with a specific signage plan.

3) Examples of commercial messages or advertisements that contain any of the following characteristics, but not limited to, or that in the sole discretion and judgment of the Club Executive Board, as the authorized representative of NCCS Board, or its legal counsel may be prohibited and may not be accepted for placement on school facilities or upon school property, are as follows:

- a. Promotion of, or reference to, the sale or consumption of alcoholic or cereal malt beverages in name, likeness or implication or the promotion of establishments that are licensed for and primarily sell alcoholic or cereal malt beverages, including bars; provided, however, that restaurants or other food service establishments and hotels or other places of lodging may be authorized when the commercial message or advertisement promotes only the food service or lodging (Example: a restaurant or other food service establishment may not use in its advertising text the word bar, pub or tavern or other similar word denoting the sale of alcoholic beverages, even if such word is part of the name of the establishment.).
- b. Promotion of, or reference to, the sale or consumption of tobacco products or depiction of the use of tobacco products in any manner.
- c. Commentary, advocacy or promotion of issues, candidates, campaigns or organizations of a social, political, religious, or rhetorical nature.
- d. Promotion of, or reference to, gambling, pari-mutual betting, lotteries, or games of chance whether by name, likeness or implication or promotion of or reference to providing such services or activities of a related or similar nature.
- e. Depiction, in any form, of nudity or semi-nudity, profanity, obscenity or lewdness or characterization that suggest, depict or promote any such element, or promotion of or reference to any sexually-oriented products, activities or materials such as massage parlors, escort services or establishments featuring X-rated or pornographic movies, contraceptive products or hygiene products of an intimate personal nature or advertising that is unlawful, or contains explicit messages or graphic representations pertaining to sexual contact or contain offensive levels of sexual overtone, innuendo or double entendre.
- f. Promotion, in any form of, or reference to, illegal drugs, illegal drug use or illegal drug materials; or characterizations that suggest or depict the promotion, or glorification of, any such products, activities or materials.
- g. Promotion of, or reference to, the use or sale of firearms, explosives or other weapons; or the depiction, suggestion or glorification of violence or acts of a violent nature.

- h. Use of words, foul or offensive language, representations or descriptive material of any kind having more than one meaning or connotation, one of which would otherwise be prohibited under this Policy.
- i. Inclusion of materials, depictions, promotions or offerings that are the type prohibited by or by their nature would violate any postal restrictions or regulations or any federal, state or local law, rule or regulation.
- j. Advertisements that describe or depict criminal activity in any way.
- k. Inclusion of any claims that in the judgment of the authorized representative of NCCS or its legal counsel constitutes false, exaggerated or misleading claims or that contains offensive or otherwise improper comparisons with other products or their makers.
- l. Advertisements by political candidates for public office or advertisements concerning ballot issues.

To protect the integrity of the school facilities or the school property under ownership and control of NCCS, and to ensure a proper measure of uniformity, durability and quality, NCCS shall establish specifications for the types of permitted advertising surfaces and physical materials, and may reject advertising surfaces and materials that do not conform with those specifications or that are not otherwise deemed to be suitable.

Prior to any acceptance or placement of commercial messages or advertisements upon any school facilities or the school property under ownership and control by NCCS, the specifications of the same, including all advertising copy or content and all materials by which such advertising shall be displayed, must be submitted to the NCCS Board for approval.

Any approval for the erection and display of commercial messages or advertising shall be made in writing as part of a written placement agreement, that shall at a minimum contain references to, and the advertiser's commitment and agreement to, abide by this policy. The term and rate of compensation shall be pursuant to the Club then current approved advertising terms and rates.

Exemptions and Exceptions

Nothing in this policy shall be interpreted to prohibit nor require authorization for any of the following:

- 1) Merchant or government identification, logos or trademarks appearing upon property acquired, installed or used in the construction or renovation of any of the facilities.
- 2) Public service announcement or announcements of events directly related to services of NCCS.
- 3) Product or vendor identifications in relation to authorizing merchandizing or vending operations conducted upon or about the school facilities or the school property under ownership and control by NCCS.

Amendments to Policy

The NCCS Board and/or Athletic Booster Club reserves the right to amend this policy from time to time and no advertising contract entered into under any existing version of this policy shall serve to restrict or prevent NCCS from making any such subsequent amendments.

Sponsor Terms and Conditions

By signing this Contract, Advertiser acknowledges, understands and agrees to all of the terms and conditions of this Contract and promises to pay the advertising cost by the date as noted above. The individual signing this Contract on behalf of the Advertiser certifies that s/he has the necessary authority to bind the Advertiser. This Contract may not be assigned without the express written consent of NCCS Board. The advertisement(s) must comply with the School ***Board's*** Advertising Policy and Guidelines. If NCCS deems an advertisement to be in violation of the School Advertising Policy and Guidelines, NCCS may require the removal of the advertisement. NCCS reserves the right to amend the Advertising Policy and Guidelines from time to time and this advertising contract is subject to any such revisions. The Advertiser holds NCCS harmless for any damage caused by acts of nature, accidents, or acts of vandalism.

NCCS Advertising Sign Contract

North County Christian School (NCCS) hereby agrees to allow

Sponsor Name	
Type of Business	
Address	
Contact Individual	
Contact Number	
E-Mail	

to display a sign(s), pre-approved by the NCCS Board, with approximate size as indicated, at the following location(s):

- Soccer field – standard sign approximately 4’ x 6’
- Baseball field – standard sign approximately 4’ x 8’
- Gymnasium – standard sign approximately 3’ x 6’
- Other – specify below

The cost of producing and installing the sign is the responsibility of the NCCS Athletic Booster Club. The Sponsor may elect to use their own sign supplier, the content must be pre-approved by the NCCS Board.

NCCS reserves the right, at its sole discretion, to withhold approval for any Sponsor or message.

This sign(s) will be displayed as indicated above for a sponsorship fee and term as follows:

- \$ _____ for one year
- \$ _____ for two years (same sign remains in same location)
- \$ _____ for three years (same sign remains in same location)
- \$ _____ other terms and conditions to be detailed below:

All sponsorship fees shall be paid in full at the time this contract is signed by the Sponsor. In the event of termination, any remaining term of display will be refunded on a pro rata basis.

Sponsor acknowledges receipt of a copy of this contract and the NCCS Advertising Policy which is an integral part of the agreement.

Sponsor Signature

Date

NCCS Board Approval

Date