

Intradistrict Communication

DATE: July 15, 2019
TO: High School Principals
FROM: C. Brad Sorensen, Administrator of Schools
SUBJECT: Signs, Banners, Advertisements at High School Athletic Facilities

It is the desire of the Jordan School District Board of Education and administration that high school gymnasiums, and other athletic facilities not become overly cluttered with advertisements as to distract from the purpose and intent of such facilities. The Board understands that school programs need revenue which can be generated from business patrons desiring to use the school gym and other athletic facilities for advertising purposes; therefore, the Board approves advertising in the gymnasium and other athletic facilities based upon the following guidelines:

- The control of all advertisement is under the jurisdiction of the high school principal or principal designee and is responsible for the appropriate content of such advertisement. Any and all advertisement will support and reflect the values of Jordan School District. Advertisement shall:
 - Be age appropriate.
 - Not promote and substance or activity that is illegal for minors, such as alcohol, tobacco, and drugs or gambling.
 - Not promote any political party, candidate or issue.
 - Not promote sexual material of any kind.
 - Not promote any religious organization.
 - Not promote any competing educational organizations to include, but not limited to charter schools, or any other non-Jordan School District K-12 school entity.
- All advertisements shall be sold for each fall, winter and/or spring season and must be removed at the conclusion of the respective season. Business patrons may purchase advertisement for one, two or all three seasons.
- All signs and banners must be of professional quality.
- Signs and banners may not exceed 4' x 8' in size and may not be permanently affixed to the gymnasium or other athletic facilities.
- If a sign or banner becomes damaged or vandalized in any way, it must be removed immediately and fixed prior to going back up.
- The principal or principal designee should use wise judgement in the number of advertisement signs allowed as to avoid the appearance of excessive clutter.
- Principals must be aware of and honor exclusive-type contracts. Avoid competition with a product given exclusive status, i.e., Coca-Cola versus Pepsi. Any and all agreements with the UHSAA, pre-arranged advertisements, and displays must be honored.
- Contractual agreements should be in writing and signed by both parties. Long term contracts are discouraged as not to obligate future administrators. Agreements for the length of the sport season are encouraged.