

St. Johns County School District Advertising Guidelines for School Support Organizations

☐ **Compliance with School Board Rule 9.05 and Establishment Clause:**

All advertising within the St. Johns County School District must adhere to School Board Rule 9.05, which outlines the district's policies on advertising.

Advertisements must not violate the Establishment Clause of the First Amendment and must not promote or endorse any particular religion.

☐ **Definition of Advertisement Content:**

Advertisements should be defined as promotional content from business partners/sponsors that supports or enhances the educational experience within the district. Business partners/ sponsors should be aware of the type of advertising that will take place within the agreed sponsorship, e.g. logo only, brochure, flyer, business cards, business offerings, times of operations, etc.

☐ **Non-Exclusivity of Sponsorships:**

Sponsorships within the school district cannot be exclusive. Multiple businesses of the same type may sponsor the same initiative, event or school.

☐ **Banners on Fencing:**

Banners displayed on fencing within the district may include the business name or logo of sponsors. The content of these banners should be restricted to:

- Business name and/or logo.
- Contact information (if applicable).

Best practice is to display banners on internal fencing only. Banners cannot impede sight into school campus. It is not advised that external fencing be used for advertising purposes to maintain a professional and welcoming appearance of school premises.

☐ **PeachJar Exclusions:**

PeachJar, a service for distributing school flyers and information, should not be included in sponsor offerings, as it interferes with the ability of PeachJar to generate revenue and violates the terms of the SJCSJSD's agreement with PeachJar. The district already receives this service for free and provides funding back to the schools on a quarterly basis.

Schools may upload newsletters highlighting a business partner.

☐ **Digital Billboards and Scoreboards:**

Digital billboards may be used for advertising business partners/sponsors. Content must comply with SB Rule 9.05

☐ **Contract Period for Business Partners/Sponsors:**

Business partners/sponsors should only be contracted for the current school year. Contracts should be renewed annually, subject to mutual agreement.

- ☐ These guidelines are designed to maintain a respectful and conducive educational environment while allowing businesses to support the St. Johns County School District. They should be communicated to all stakeholders and enforced.

- ☐ These guidelines do not apply to career academy sponsors. Their rights are governed by academy sponsorship agreements.