

ADVERTISING IN THE SCHOOLS

The District is entering an era where advertising may generate a whole new revenue stream to help offset general fund expenditures to the athletic and music programs.

Athletics

The Hilliard Darby High School and the Hilliard Davidson High School have identical facilities and scoreboards, thus making the proposal equal for both locations.

The football stadium scoreboard offers four, 4' x 8', back-lighted panels. The District would offer to sell these panels for a five-year contract at the rate of \$3,000 per year or a one-time charge of \$12,000 payable at the beginning of the contract. The graphics and panel would be provided by the District and would remain the property of the District.

Each gymnasium has two scoreboards, both equipped with four, 30" x 30", back-lighted panels. These panels would sell as a five-year contract at two different rates. First, should a vendor purchase two panels (one on each board), the cost would be \$2,000 per year or a one-time cost of \$8,000 payable at the beginning of the contract. The second option would be the purchase of one panel at the cost of \$1,200 per year or a one-time cost of \$4,800 payable at the beginning of the contract year. The graphics and panel would be provided by the District and would remain the property of the District. Advertising space may also be purchased for the scorer's tables.

The baseball and softball fields both have electronic scoreboards, each having four, 30" x 7' painted advertising panels. Each panel would be sold on a five-year contract at the rate of \$400 per year or a one time charge of \$2,000. Graphics and sign would be purchased by the District and would remain the property of the District.

Each stadium scoreboard has a message center that can provide lettering, graphics or telecasts. A fee schedule will be determined based on the length and complexity of the advertisement. For example, a simple "happy birthday" message could be run twice for \$50.00; a stationary logo with a message may sell for \$10.00, or a 30-second video message may sell for \$25.00.

A final method of providing advertising opportunities within the athletic complexes is to sell 4' x 8' canvas, silk screened banners that could be fastened to the baseball and softball outfield fences, located in the south end of the stadiums and to the inside of the tennis courts. The banners must be white on the side facing toward the street. Graphics and the cost of banners would be the expense of the advertiser, with the production vendor to be determined by the District. The cost to advertise by banner would be \$200 per season. The banners become the property of the advertiser at the end of the season; however, the District will store the banner and put it up the next season upon renewal of the advertising agreement.

Proceeds from the selling of advertising would be deposited into a special fund established by the Treasurer for the purpose of providing and maintaining signs and to provide for the purchase and replacement of athletic and music uniforms.

Miscellaneous Advertising

1. Publications: Publications, including but not limited to yearbooks, literary journals and student newspapers, should allow space within those publications for advertising. The cost of advertising should be determined by that activity with the proceeds directed to that activity to offset the costs of the publication.
2. Newsletters: Newsletters, both at the building level and central office, could provide advertising space in that newsletter to assist in the cost of printing or delivery of that newsletter. A typical advertisement might be a logo with a disclaimer: "This publication was made possible with the assistance of the following business(es). Please support our sponsors." Not only does this provide financial assistance, but also helps to develop school/business relationships.
3. Programs: Programs include, but are not limited to, athletic events, music events and drama events. Advertising costs should be determined by the activity printing the program with the proceeds directed to that activity to offset the costs of program publication.

Regulations and Requirements

Advertising with the District shall be noncompetitive with Coca Cola or any of its subsidiaries during the length of their contract.

Other than the Coca Cola contract, the District will not guarantee noncompetitive or exclusive advertising. This would not preclude us from signing other noncompetitive agreements.

Current advertisers shall be given the first right of refusal on available advertising spaces.

All advertising shall comply with the policies, rules and regulations established by the Board.

(Approval date: August 14, 2001)