

## POLICY 303-12

### COMMERCIALISM

Commercial advertising and endorsement of a corporate or private business interest shall be prohibited on school facilities and properties. State offices, complex areas, or schools may accept a gift from a corporation or private business, provided that the gift is made without conditions for any benefit to the corporation or business.

The Department may establish sponsorship agreements with a corporation or private business. The Department may acknowledge the corporation or private business's contribution through appropriate recognition, publicity, or other acknowledgement. A corporation or private business's logo may be used for sponsor recognition.

The Department shall establish guidelines for sponsorships that protect the welfare of students and that are consistent with state law, including but not limited to Chapter 84, Hawaii Revised Statutes, and the Department's mission, programs, purposes, and standards.

**Rationale:** The Board of Education recognizes that it has a responsibility to provide a safe and secure environment for all students entrusted to the care of public schools. As publicly funded educational institutions with a captive audience, schools must not be vehicles for the circulation, promotion, or distribution of materials primarily intended for commercial gain. However, the Board also recognizes that corporate involvement that provides financial support or goods or services for schools is important in engaging the community and providing resources and opportunities for students and educators.

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