

Advertising and Sponsorships

The Twin Peaks Charter Academy Board recognizes that School and District-wide marketing activities, including advertising and corporate sponsorship arrangements, are a viable means to help support School operations, programs and athletics. Such School- and District-related advertising is authorized in accordance with the terms and conditions specified in this policy. The Board of Directors and Administration shall have final authority regarding the interpretation of this policy, as well as the propriety of all actions covered by this policy taken by employees.

Among venues and media that may be considered by Twin Peaks Charter Academy, at its sole discretion, for advertising and corporate sponsorship programs are fixed signage, middle and high school athletic facilities, Student publications, banners, buses and school-level radio and television broadcasts. The School reserves the right to decline advertising or sponsorships for any particular site, vehicle, or team, and to limit or terminate the length of any agreement for such sponsorship/advertising.

As used in this policy, "advertising" means any printed material, picture, banner, sign, notice, announcement, audio communication or video communication that promotes, or otherwise attracts attention or patronage to, a non-TPCA, product, activity or cause that directly or indirectly results in revenue or an in-kind benefit to the school. Such advertising includes but is not limited to sponsorships, fundraisers and exclusive-provider contracts.

The-School or its agents shall not authorize advertising from any agency within or outside the-School that directly or indirectly competes for Twin Peaks Charter Academy students or programs, either internally or externally. Furthermore, all advertising must reflect positively on the School, its educational programs, and its mission.

The designated areas for signage, banners, advertising, etc., are not deemed to be a public forum for any commercial or private speech. The School also reserves the right to add a disclaimer of non TPCA endorsement to any such advertising, sponsorship, banners, or signage to clarify that the-School is not associated with or endorsing or promoting the product, service, or activity.

The TPCA Board of Directors reserves the right to control the time, place, and manner of such advertising, and to prohibit any such advertising if it consists of any of the following:

1. So-called "hate" materials that attack ethnic, religious or any racial groups, invades the rights of others, or advocates interference with the rights of any individual or with the normal operation of a school;
2. Material which in any way promotes, favors or opposes the candidacy of any candidate for election, or promotes/opposes any public question submitted at any general, municipal or school election; materials that promotes hostility, disorder or violence;
3. Material that the Administration or Board of Directors deems to be obscene or pornographic or not age-appropriate for students and public display at a school or school activity, as such terms are defined by Twin Peaks Charter Academy standards, or which would materially disrupt educational or related activities.

LEGAL REF.: C.R.S. 22-32-110(1)(r)

CROSS REF.: JICEA, School-Related Student Publications
JICEC, Student Petitions and Distribution of Noncurricular
Materials
KHC, Distribution/Posting of Promotional Materials

Approved: November 3, 2011