

DISPLAY OF SIGNAGE AND ADVERTISING AT SCHOOL SPORTING EVENTS

The Superintendent of Schools may permit sports teams to display sign advertising at sporting events, e.g., hanging banners on behalf of merchants that sponsor or support the teams at outdoor and indoor sporting activities. Such advertising must comply with town bylaws. Revenue from advertising of this nature is to be used in accordance with the School Department Budget approved each year by the School Committee. The Superintendent will establish a revolving fund in accordance with the requirements of state law.

The Arlington School Committee believes that sports teams and other school based activities play an important role in projecting a positive image of the Arlington Public Schools and the community as a whole.

In order to ensure a positive and consistent representation of the school system to the community, it is incumbent upon the school administration to communicate to staff the expectation that

- 1) Any and all advertising in connection with school sporting events will be consistent with a standard of good taste; and
- 2) Staff members will exercise good judgment and use their best efforts to insure that advertising meets these criteria.

The Superintendent may adopt appropriate procedures to carry out the intent of this policy.

Adopted: February 8, 2005