

**ADVERTISING AND PROMOTION**

Temporary Sign/Banner Guidelines

The signs and banners displayed at a BOUSD campus in accordance with BP 1325 shall comply with the following size and shape guidelines:

- Indoor banners will be a maximum size of 3' x 6'.
- Outdoor banners will not exceed 3' in height and may extend up to a maximum of 10' in length.
- The site principal shall meet with representatives from the parent or booster group to determine the uniform size and shape for the banners to be displayed at the specific event or sport.

Installation Guidelines

The signs and banners displayed at a BOUSD campus in accordance with BP 1325 shall comply with the following installation guidelines:

- The parent group or booster club shall follow the directions provided by the site if it specifies or provides a method of affixing the sign or banner to the approved location.
- All traces of materials or methods of affixing the sign or banner to the approved location must also be removed when the sign or banner is removed.
- Parents or other volunteers must follow all safety rules of the District and site when affixing the sign or banner to the approved location, including, but not limited to:
  - Students should never be allowed on ladders to affix any sign or banner.
  - Parents or volunteers should always work in pairs when using a ladder to affix a sign or banner.
  - Ladders must always be placed on a solid foundation.
  - No one should stand on tables, chairs, or other furniture when installing signs or banners.

Fairness and Equity

The site principal or designee shall be responsible for ensuring that the rental fees charged to place advertisements on school property by activity/athletic booster groups, site parent organizations, and approved others are reasonable based on the exposure provided by the event/activity and consistent between donors and/or vendors. The site principal shall be responsible for ensuring that all donors and/or vendors are treated fairly and equitably in the placement of their advertisement and in the fees assessed for that advertisement.