



## **PVSchools Flier Partnership 2018-19**

- The district's flier program is a sponsor partnership program for cash or trade.
- Opportunities for flier placement at elementary and middle schools.
- Open to both nonprofits and for-profits.
- Rules for flier content comply with Governing Board Advertising Policy KHB - Advertising In Schools.
- **\*\*NEW FOR 2018-19 - WEB CONTENT ACCESSIBILITY REQUIREMENTS\*\***
- Read the details in the attached Flier Partnership Agreement

**NOTE:** The district disclaimer shown below must be included on all fliers submitted for approval.

*The Paradise Valley Unified School District neither endorses nor sponsors the organization or activity represented in this material. The distribution or display of this material is provided as a community service.*

### **Four easy steps to participate:**

1. Read, complete and sign the Flier Partnership Agreement. Choose trade or payment.
2. Email the signed agreement to Debbie Theiss at [dtheiss@pvschools.net](mailto:dtheiss@pvschools.net). Attach your electronic flier and text content - both of which must meet the conditions as explained under section. **Definitions - "Electronic Flier" and "Web Content Accessibility Requirements"**.
3. We will send you a confirmation or let you know if your flier needs revised to meet the requirements of PVUSD guidelines.
4. Payment is due before posting. If trading, proof of performance must be emailed to Debbie Theiss within one week of flier approval.

# PV Partners Flier Partnership Program

## Terms and Conditions

The flier Partnership Program is administered in accordance with Governing Board Policy KHB - Advertising In Schools, and exists solely for the purpose of generating revenue via program sales or student recruitment and retention. As such, flier displays do not constitute a public forum. Visual and textual content of fliers is limited to speech that conforms to advertising standards articulated in the policy.

**Non-school-affiliated organizations**, whether commercial or nonprofit, may participate in the program.

**School-affiliated organizations may participate in the program**, and also have additional opportunities. These organizations may also distribute or display materials about their organization and its programs in schools; include sponsor messages in the content of their newsletters and activity announcements; and display stand-alone sponsor fliers and signs at organization events held on school property.

### DEFINITIONS

- **School-affiliated organization** means an organization created for the purpose of supporting and promoting the educational mission of the district, as determined by the Governing Board, or a government agency. School-affiliated organizations may include parent organizations, booster clubs, school employee organizations, the Arizona Interscholastic Association and other organizations and clubs affiliated with the district and its schools. Government agencies may include any local, state or federal government agency.
- **Commercial transaction** is the exchange between two or more parties of materials, products or services from those who want to exchange these items for something else of value, typically money.
- **Electronic flier.** A one or two-page original, readable PDF (not scanned) designed to print at a size no larger than 8.5 x 11. The electronic file size must be under a maximum of 2Mb and must include the PVUSD disclaimer.
- **Web Content Accessibility Requirements.** To ensure content is compatible with screen readers and other assistive technologies, we require you to provide the text content of your flier as a separate Word, Google Doc, email or plain text file. (See "Web Content Accessibility Requirements" document on Page 3)
- **Identification.** The sponsor's electronic fliers and brochures must clearly identify the sponsor with name, headquarters or local affiliate street address, telephone number and website URL (if available). =

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**How the program works.** The flier display opportunity consists of placement of a readable PDF (not scanned) file on the district's flier partnership web page at [pvschools.net/pvpartners](https://pvschools.net/pvpartners) and placement of 15 trifold brochures or fliers in the flier area of elementary and middle school front offices; high school offices are excluded from the program. Delivery of school lobby placement materials is the responsibility of the sponsor. In exchange for the district display(s), the sponsor must provide **either payment or one of the following promotional trades:**

- Sponsor will display the district's 11x17 poster in a business window or interior site visible to sponsor customers for the equivalent duration of the PV Partners web page display;
- Sponsor will include two sentences of district information, including a hyperlink or URL, in widely distributed e-news materials for the equivalent duration of the PV Partners web page display;
- Sponsor will include a digital district ad on the sponsor's website home page for the equivalent duration of the PV Partners web page display.

The district enters into sponsor agreements beginning in August through April. Fliers will be displayed from August 17 through May 15 or until the start date of the latest date-specific event referenced in the flier, whichever comes first. The district will remove all sponsor materials on the kill date and will immediately remove materials of sponsors who have failed to submit timely payment or proof of trade performance information. Flier partners may submit up to five fliers per school year. Fliers for posting and school display will be accepted during the months of August, October, December, February and April. If a new flier is submitted, the old flier will be removed from the web page by the district. Removal of old fliers from school display is required and is the responsibility of the sponsor. Non-compliance may result in the termination of sponsor agreement.

**Cost and payment terms: In exchange for web display, and elementary and middle school lobby display of sponsor's flier, one option must be chosen - payment or trade:**

**Payment:** The cost is \$200 per year payable by check or money order. Sponsors must pay in advance.

**Trade:** Sponsor must provide proof of trade performance within one week of flier approval. Sponsors who fail to provide proof of performance as agreed upon in the sponsor agreement will be prohibited from displaying ads for the remainder of the current school year and the following school year.

## WEB CONTENT ACCESSIBILITY REQUIREMENTS

2018

Dear PVSchools Flier Partners,

PVSchools is fully committed to making all of our content (including partner fliers) accessible for those persons with disabilities by adhering to the latest Web Content Accessibility Guidelines (WCAG 2.0). Nearly 20 percent of the population are living with some type of disability — including blindness, deafness, color blindness and dyslexia to name a few. Since we live in a digital age and access information daily through the internet via mobile devices and computers, etc. accessibility of content is critical as it provides equal access and opportunity to all persons.

As part of our ongoing efforts to comply with WCAG 2.0 guidelines, effective with the 2018-2019 school year which begins in early August 2018, PVSchools will accept original, readable (not scanned) PDF fliers. To ensure that the content supplied by our partner fliers is compatible with screen readers and other assistive technologies, we will also be requiring that you provide the text content of your flier as a separate (Word, Google Doc, email or plain text file). This text should mirror the content of your submitted ad, and include contact details for your business, so that interested parties that view the ad can contact you directly to get additional assistance if they have difficulty accessing the content.

Given the new process noted above, effective with all 2018-2019 school year, we're requesting our partner flyers provide their ad materials based upon the new requirements outlined below.

New requirements:

- Please supply your ad as either an original, readable (not scanned) PDF. Files should be under a maximum of 2Mb.
- All text that appears in your ad(s) must be supplied separately from your ad file, as plain text in either Word, Google Doc or via Email.

If you have any questions regarding this new process, please contact Debbie Theiss [dtheiss@pvschools.net](mailto:dtheiss@pvschools.net) or [aliegginadler@pvschools.net](mailto:aliegginadler@pvschools.net).

Thank you in advance for your continued support of the PV partner flier program.

Accessibility Resources:

WCAG 2.0 Overview: <https://www.w3.org/WAI/intro/wcag>

Section 508 final rule:

<https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-ict-refresh/final-rule> WebAIM (Web Accessibility In Mind): <https://webaim.org/intro/#implementing>

District Website Accessibility Statement: <https://www.pvschools.net/site/default.aspx?PageID=6321>

# Flier Partnership Program Agreement

**I authorize** the Paradise Valley Unified School District to publish flier advertising on the district website in accord with this agreement. I understand that the program is limited to displays regarding child and family-oriented services.

**I have read and understand** the requirements and restrictions of the Flier Partnership Program, and understand that the program does not constitute a public forum. Specifically, I understand and agree that:

- ❖ The flier Partnership Program is administered in accordance with Governing Board Policy KHB - Advertising In Schools and exists solely for the purpose of generating revenue through either direct sales or student recruitment and retention. As such, flier displays do not constitute a public forum. Visual and textual content of fliers is limited to speech that conforms to district advertising standards and may not express a political, social, religious or personal viewpoint.
- ❖ The superintendent or his designee has sole authority to determine whether the content of my flier conforms to Policy KHB - Advertising In Schools and will not execute a sponsor agreement if I refuse to alter my flier's content to conform to policy.

**In exchange for the display of my flier, I agree to payment by the following method (select only one):**

- Trade.** Sponsor will display the district's 11x17 poster in a business window or interior site visible to sponsor customers for the equivalent duration of the PV Partners web page display.
- Trade.** Sponsor will include two sentences of district information, including a hyperlink or URL, in widely distributed e-news materials for the equivalent duration of the PV Partners web page display.
- Trade.** Sponsor will include a digital district ad on the sponsor's website home page for the equivalent duration of the PV Partners web page display.
- Check or money order.** Payment of \$200 payable to Paradise Valley Unified School District.=

**Choose the category under which your flier will be displayed (select only one):**

- Sports
- Academics
- Camps
- Groups and clubs
- Events
- Professional Services

**Terms and conditions:**

- ❖ Display on the PV Partners web page (either through payment or trade) is August 17 through May 15 or through the start date of the latest date-specific event referenced in the flier, whichever comes first. Electronic fliers must be no more than two pages, and no larger than 2mb.
- ❖ Elementary and Middle School lobby display is August 17 through May 15 and is included in the purchase of the web display but printing and delivery to school lobbies is the responsibility of the sponsor. School display fliers must consist of one page; fliers may be two sided. The district disclaimer must be included on all fliers submitted for approval.
- ❖ Sponsors who select *check or money order* must pay in advance.
- ❖ Sponsors who select a trade must provide proof of performance within one week of flier approval. Sponsors who fail to provide proof of performance will be prohibited from displaying ads for the remainder of the current school year and the following school year.
- ❖ The district will remove all sponsor materials on the kill date and will immediately remove materials of sponsors who have failed to submit timely payment or proof of trade performance information.

**I have read, understand and agree to the terms and conditions above.**

Name

Business name

Contact phone

Contact email

Signature \_\_\_\_\_

Instructions: Email or fax the completed form to [dtheiss@pvschools.net](mailto:dtheiss@pvschools.net). Fax 602-449-2005. You must send your flier by email as an original, readable (not scanned) PDF and provide the text content of your flier as a separate Word, Google Doc, email, or plain text file.

**Staff Use Only - APPROVED BY:** \_\_\_\_\_

# KHB

## ADVERTISING IN SCHOOLS

### **Purpose**

The Board has a need to identify and develop alternative revenue sources and has determined that the District and its students would benefit from the additional resources that can be generated by allowing certain commercial activity and advertisements to occur on or about system property.

The Board seeks to establish and maintain commercial relationships with corporations, businesses, associations and other private entities for the purpose of raising revenue. It is the intent of this policy to preserve all District property as a nonpublic forum and to control the content of advertising consistent with the guidelines set forth in this policy and consistent with applicable law.

### **Definitions**

"Advertising" is the electronic or non-electronic display of names, acronyms, monikers, insignias, logos, illustrations, holographs, designs and/or images of corporate, partnership, individual or other lawful sponsors, as well as electronic or non-electronic displays of product and/or service-oriented promotional messages, mottoes, slogans, illustrations, photographs, holographs, designs and/or images principally designed to facilitate a commercial transaction.

"Commercial materials" are commercial messages, materials, logo placement, product placement and all other commercially related items or materials.

"Qualifying sponsor" is a potential sponsor that is a verifiable, reputable, natural person, corporation, partnership, sole proprietorship, joint venture, government agency or other entity lawfully organized and conducting an enterprise, doing business and/or performing another type(s) of commercial or non-commercial activity lawfully within the United States.

"Recognition" includes logo or product placement, brand recognition or signage that a donor may receive as a consequence of an individual or entity's decision to contribute money, equipment, supplies, services or items of value, to or for the benefit of the District.

"Sponsorship programs" may include naming rights, title sponsorship, message display, logo placement and/or product placement.

### **Scope of the Policy**

This policy applies to commercial activity such as advertising through media that includes, but is not limited to, broadcast, Internet, print, closed-circuit, billboard, naming rights, sponsorship of academic and sports programs and other major District campaigns, programs and activities, marketing activities (including marketing through electronic media and the District computer network), rights to use the District or individual school name and logo and exclusive rights agreements between the District and private entities. This policy applies to all schools, all school programs and Board programs.

This policy does not apply to commercial activity that may result from programs and initiatives supported through government or foundation grants, individual or corporate financial contributions, and specific fundraising activities, donations of equipment or service to benefit the District or its schools where the donor receives a recognition in the form of logo or product placement, brand recognition or signage, except where such recognition may conflict with the commercial interests of the District's advertising partners.

### **Engaging in Commercial Activity**

Commercial activity on Board-owned or leased property that involves students, their families or staff shall be permitted only if the proposed activity clearly promotes District interests without compromising its educational mission.

To ensure that students are not subject to coercive influences by commercial presence on Board-owned or leased property, District officials shall evaluate all commercial activity proposed under this policy using the criteria specified in the Advertising Standards.

## **Advertising Standards**

The purpose of the advertising program is to generate revenue; as such, District advertising venues and opportunities do not constitute a public forum. Subject matter of District advertising is limited to speech that proposes or facilitates a commercial transaction, with the exception of messages that promote District and student activities.

The District prohibits the display of advertising messages or graphics that:

- Violate provisions of Arizona Revised Statute 15-342.27(a), which states that advertisements shall be age appropriate and not contain promotion of any substance that is illegal for minors such as alcohol, tobacco and drugs or gambling. Advertisements shall comply with the state sex education policy of abstinence.
- Are false, misleading or deceptive.
- Relate to an illegal activity, or promote acts that violate law, school rules or disrupt the orderly operation of schools.
- Are explicit sexual material, obscene material, or material harmful to minors as these terms are defined in Title 13, Chapter 35, Arizona Revised Statutes.
- Depict violence and/or anti-social behavior, or activities offensive to the moral standards of the community or contrary to good taste.
- Include language which is obscene, vulgar, profane or scatological.
- Promote any particular political interest, candidate, party or ballot measure.
- Discriminate against, attack or denigrate any group or individual.
- Are contrary to the best interests of the District or its students, or which might result in public criticism of the District or its advertising program, or which promote a political, religious or other issue-oriented viewpoint.

## **Exclusivity**

The Board may decide to give a corporation, business or private entity category exclusivity for a particular Board property, program, service or activity.

## **Third-Party Commercial Activity Solicitation**

All third-party entities including but not limited to consultants, fundraising organizations, other corporate or business partners, agencies or firms that have been engaged by the Board to solicit commercial relationships must adhere to this policy.

## **Oversight and Management of Commercial Activity**

The Superintendent shall have the responsibility to oversee the Board's commercial activity, with duties including:

- Development of effective commercial relationships with corporations, businesses, associations and other private entities and completion of agreements with those entities that engage in commercial activity.
- Promotion of public awareness of the benefits commercial activity brings the District.
- Review of all commercial activity, message content, vendor relations and evaluation of the benefit provided to the District.
- Establishment of guidelines for reviewing and evaluating proposals for commercial activity.
- Distribution of commercial activity revenue generated under this policy that provides schools with proceeds from school-based activity and ensures that students are the primary beneficiary of proceeds from District-level or combination commercial activity.

Adopted: date of Manual adoption

LEGAL REF.:  
A.R.S.  
15-342

CROSS REF.:  
DFF - Income from School Sales and Services