

**Leander ISD Quick Review**  
**ADVERTISING and SPONSORSHIPS (updated 5/2/2016)**

**ADVERTISING**

The district manages all advertising at its facilities. Booster Clubs/PTAs should not agree to any form of advertising at LISD facilities. (There may be some revenue sharing arrangements if the Booster participates in attracting an advertiser upon prior approval through School and Community Relations.)

**So what is the difference between a sponsorship and advertisement?**

According to the IRS, a qualified sponsorship is “any payment made by a person engaged in a trade or business for which the person will receive no substantial benefit other than the use or acknowledgement of the business name, logo, or product lines in connection with the organization’s activities.”

For instance, if a nonprofit organization simply acknowledges the sponsor’s name, logo, and/or slogan, then the nonprofit organization would not have to pay tax on the income. The IRS describes advertising as other activities that “promote” the sponsor’s products or services which include:

1. Messages containing qualitative or comparative language, price information, or other indications of savings or value,
2. Endorsements,
3. Inducements to purchase, sell, or use the products or services.

Any and all advertising that promotes LISD schools, programs, campuses or other LISD assets must go through School and Community Relations. If you are unsure whether or not your activity falls under ADVERTISING or SPONSORSHIPS, please contact School and Community Relations. If you are seeking SPONSORS, this might be considered a FUNDRAISER in which case you need to submit the appropriate fundraising request forms through Business and Operations. \*ANNUAL SPONSORSHIP PACKAGES should be reviewed by district administration prior to launching.

**ADDITIONAL SPONSORSHIP GUIDELINES for BOOSTER CLUBS AND PTAs**

**In addition to advertising guidelines, SCR provides the following sponsorship guidelines and suggestions:**

1 - Boosters and PTAs may not use District property to acknowledge sponsorships from businesses.

- **Exception:** Banners/signage recognizing sponsors may be displayed on District property (including marquees) during a Booster/PTA function for the duration of the event. It may be hung up or displayed 24 hours prior to the event, and must be taken down no later than 24 hours after.

2 - Sponsorship recognition may not be posted on District owned websites. Boosters and PTAs should utilize their own websites and communication tools for sponsorship recognitions and advertising.

- Best option for this type of recognition would be a link on the campus website to the PTA/Booster website that received the donation/sponsorship. (Ex: Click here to visit our PTA Website and acknowledge their generous advertisers and sponsors!)

3 - All sponsorships and advertising should adhere to District policy on advertising, which limits the recognition and/or advertising of religious and political organizations, as well as tobacco, alcohol and firearms.

- For example, local community churches should not have a graphic module with link to their organization. Thank you recognition to a religious organization should be under a sponsorship listing only.
- Promotions for Spirit Nights with local restaurants need to be sure that logos and other language do not reference alcohol, beer or wine.

**REMEMBER, the IRS describes advertising as other activities that “promote” the sponsor’s products or services which include:**

1. Messages containing qualitative or comparative language, price information, or other indications of savings or value,
2. Endorsements,
3. Inducements to purchase, sell, or use the products or services.

If you provide a URL link to a business or organization, you are providing an inducement to use their service. For example: Sponsorship details that include a 3x5 logo on the front page of your website with a link to a business/organization would constitute an advertisement. A simple thank you listing on a sponsorship page, would not.

In addition, if your organization chooses to accept sponsorships/advertising from one religious organization, then you have to open the door for ALL religious organizations (to include Scientology, Wicca, and others.) If you are following LISD Board Policy on Advertising (GKB), it does not permit advertising from religious organizations.

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**OVERVIEW:** PTA/Booster sponsor recognition is not permitted on District owned property. It is not permitted: inside campuses, on daily marquees (exception defined above), on fencing nor yard signs, on campus websites nor teacher pages, nor other electronic media within the campus.

It CAN be included on PTA/booster owned newsletters, websites, t-shirts (and other “swag” for an event), and on banners at a particular event (like PTA night or a tennis tournament). *Please contact SCR for special circumstances not listed.*

The complete LISD Board Policy on Advertising (GKB Legal and Local) can be found on [www.leanderisd.org](http://www.leanderisd.org) under “About LISD” on the “Policy” tab or by clicking <http://www.leanderisd.org/default.aspx?name=abt.policy>

***If your organization chooses to adopt additional Advertising Guidelines and Policies, please review with SCR to be sure they are still in compliance with LISD policies and guidelines.***