

Administrative Regulation 1325

General

Appropriate advertising and/or athletic sponsor banners may be displayed on designated District sites and in limited, pre-approved locations. Such banners shall be of pre-determined size and format. The banners shall be installed in a pre-approved, District-specified manner which does not detract from the physical appearance of the campus or result in damage to building surfaces or facility components. Banners will only be permitted in designated athletic venues at the six (6) comprehensive high schools. Banners shall be no larger than four (4) feet high by eight (8) feet long, and shall not obstruct traffic, create a hazard, or detract from the physical appearance of a facility as determined by the site principal or designee and the District. Banner locations will be determined by the site principal or designee in collaboration with the District Maintenance and Facilities department and will be accepted on a first-come/first-served basis with the District Facilities Department and the site Principal exercising exclusive control in this process.

Approved Banner Sizes and Pricing

Three (3) banner sizes have been approved for posting. A one (1) foot space visibility zone should exist between each fence banner posted. The approved sizes and pricing of the banners are as follows:

- 3' or 4' wide x 4' long = \$ 750.00
- 3' or 4' wide x 6' long = \$ 1000.00
- 3' or 4' wide x 8' long = \$1500.00

Banner Sales and Management

All athletic sponsor banner sales shall be initially approved by the site principal or designee. Subsequent approval by the District Maintenance and Facilities Department is required. All approvals for said banners shall be for one (1) school year in duration (July through June). Banner prices will not be prorated based on time of request. Unless a new request is approved by July 1 of each school year, all banners still in place on that date will be removed and disposed of by District staff without notice. No site athletic department, team, club or organization shall be permitted to sell and/or approve athletic banner installations. Temporary banners related to student activities, non-athletic events, elections, club promotion, etc. are not to be sold and are permitted at the discretion of the site principal or designee so long as they conform to District policy and do not compromise student/staff safety and the integrity of the facility. The District will not be responsible for damaged or stolen banners.

Banner Attachment

- All banners must be installed in conformance with District installation guidelines.
- Banners must be professionally produced vinyl or other materials. All interior banners must be constructed of fire-retardant materials or treated with an approved fire retardant.
- For security purposes a padlock and cable may be used to secure banners to outside fabric fences.
- Wind relief perforations should be incorporated in exterior banners.
- All banners found to be inappropriately installed will be removed by the District. The District reserves right to recover the removal costs.

Locations

Four (4) on-campus approved banner locations for all athletic events are:

- Football/Soccer fenced area
- Baseball Field outfield fence (excluding center field batter's eye)
- Softball Field outfield fence (excluding center field batter's eye)
- Gymnasium interior

Exclusions

- All banners must conform to Mt. Diablo Unified School District policies and regulations
- The District reserves the exclusive rights to deny any and all banner requests

Accounting

- Once a banner has been approved by the site principal or designee payment shall be made to the school site Associated Student Body (ASB) account. The school site ASB will provide the payment to District Fiscal Department for record-keeping purposes.
- The District Fiscal Department shall return the entire payment. Twenty-five percent (25%) of the payment shall be directed to United Mount Diablo Athletic Foundation, a 501(c)3 organization, dedicated to student athletes receiving Free and Reduced lunch assistance. The remaining seventy-five percent (75%) shall be returned to the school sites and used to support the District's afterschool athletic programs.