



August 1, 2019

Dear Brooklyn Hurricane Supporter,

The Brooklyn City Schools have a proud tradition of providing a high quality education to the public school students of Brooklyn for a long time. The tradition continues today with an ever-improving state report card, and with extensive student opportunities. It is the reason why we tell the public "Brooklyn offers big school opportunities in a small school setting."

Part of our great setting is our facilities including Brooklyn Stadium and baseball field on Hurricane Alley as well as our competition gymnasium at BHS. These facilities are visited by thousands of people each year because of athletic contests, competitions and other events held. Brooklyn is entering the Chagrin Valley Conference this year, so our venues will be visited by patrons from across northeast Ohio.

We invite you as a business in the Brooklyn area to advertise in our athletic venues to take advantage of a great networking opportunity. Not only will you be getting some quality advertising to thousands of patrons throughout the year, but you will be supporting the hundreds of Brooklyn Hurricane student-athletes. Our teams and athletes recently won division titles in hockey, middle school football and middle school basketball with several individual athletes competing at state tournaments in wrestling, track and field and bowling in the last couple years. Your support will help them pursue even greater accomplishments in the 2019-2020 year.

Take a moment to review the sponsorship possibilities in the attached pages. We encourage you to be a supporter of Brooklyn Hurricanes athletics and its student-athletes. Come be a part of the Team and join in the fun this HURRICANE SEASON!

Mark G. Gleichauf

Dr. Mark Gleichauf

Superintendent

James Verba

Mr. James Verba

Athletic Director

Brooklyn City Schools Advertising Application

Business Name: _____ Date: _____
Owner(s) and/or Contact Name(s): _____
Mailing Address: _____
City: _____ State: _____ Zip Code: _____
Primary Phone: _____ Alternate Phone: _____
E-mail: _____ Business Website: _____
Fax: _____ Preferred Method of Contact: *Phone * E-mail
Preferred Time to Contact: *A.M. *P.M. Check # _____ Date Banner Hung: _____
Please contact Jim Verba with any questions at 216-485-8175 or jim.verba@bcshurricanes.org

ADVERTISING OPTIONS

All banners must be provided by the advertiser and approved by the Brooklyn Board of Education before being hung.

1. WALL/FENCE BANNERS — OPTION 1

- _____ 3 x 6 banner \$100 per season*

These banners will be placed along the fence at the Stadium during the Fall Season and on a wall in the Main/Competition Gym of Brooklyn High School during the Winter Season.

* If committing to **both** Fall and Winter Seasons, the cost will be a total of \$175.

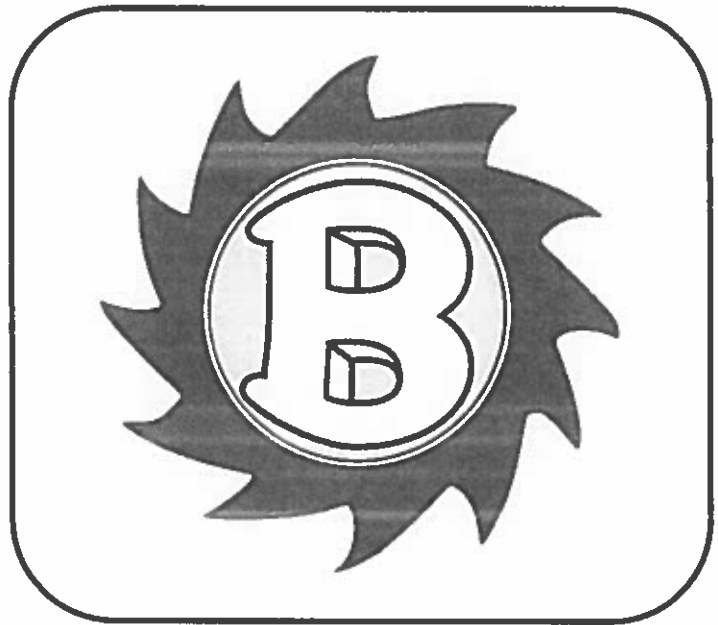
2. WALL/FENCE BANNERS — OPTION 2

- _____ 4 x 8 banner \$150.00 (Winter Season only)

These banners will be on a wall in the Main/Competition Gym of Brooklyn High School during the Winter Season.

3. BASEBALL FENCE BANNERS

- _____ 3 x 6 banner \$100 for Spring Baseball Season
- _____ 4 x 8 banner \$150 for Spring Baseball Season



Read Thoroughly. By signing this application, the applicant acknowledges that they have **received and read** a copy of the Brooklyn City Schools' Advertising Policy and agrees to abide by those policies if this application is approved, for as long as the applicant maintains advertising at a location within the Brooklyn City School District.

Signature: _____

Title: _____ Date: _____

Approved by the Brooklyn Board of Education:

Signature: _____ Date: _____

Superintendent Dr. Mark Gleichauf

Please submit completed application to:

Jim Verba
Athletic Director
Brooklyn High School
9200 Biddulph Ave.
Brooklyn, OH 44144



Book	Policy Manual
Section	9000 Relations
Title	ADVERTISING AND COMMERCIAL ACTIVITIES
Code	po9700.01
Status	Active
Adopted	August 19, 2008

9700.01 - ADVERTISING AND COMMERCIAL ACTIVITIES

The purpose of this policy is to provide guidelines for the appropriate and inappropriate use of advertising or promoting of commercial products or services to students and parents in the schools.

"Advertising" comes in many different categories and forums and is defined as an oral, written or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public's attention to arouse a desire to buy, use or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos or tags for product or service identification purposes are not considered advertising.

The Board of Education may permit advertising in School District facilities or on School District property in the following categories or forums in accordance with the guidelines set forth herein:

A. Product Sales:

1. product sales benefiting a district, school or student activity (e.g., the sale of beverages or food within schools);
2. exclusive agreements between the District and businesses that provide the businesses with the exclusive right to sell or promote their products or services in the schools (e.g. pouring rights contracts with soda companies);
3. fundraising activities (e.g., short term sales of gift wrap, cookies, candy, etc.) to benefit a specific student population, club or activity where the school receives a share of the profits.

B. Direct Advertising/Appropriation of Space:

1. signage and billboards in schools and school facilities;
2. corporate logos or brand names on school equipment (e.g., marquees, message boards or score boards);
3. ads, corporate logos, or brand names on book covers, student assignment books, or posters;
4. ads in school publications (newspapers and yearbooks and event programs);
5. media-based electronic advertising (e.g., Channel One or Internet or web-based sponsorship);
6. free samples (e.g., of food or personal hygiene products).

C. Indirect Advertising:

1. corporate-sponsored instructional or educational materials, teacher training, contests, incentives, grants or gifts;
2. the Board approves the use of instructional materials developed by commercial organizations such as films and videos only if the education value of the materials outweighs their commercial nature.

The films or material shall be carefully evaluated by the school principal for classroom use to determine whether the films or materials contain undesirable propaganda and are in compliance with the guidelines as set forth above.

D. Market Research:

1. surveys or polls related to commercial activities;
2. internet surveys or polls asking for information related to commercial activities;

It is further the policy of the Board that its name, students, staff members and District facilities shall not be used for any commercial advertising or otherwise promoting the interests of any commercial, political, nonprofit or other non-school agency or organization, public or private, without the approval of the Board or its designee.

Any commercial advertising shall be structured in accordance with the General Advertising Guidelines set forth below.

General Advertising Guidelines

The following guidelines shall be followed with respect to any form of advertising on school grounds:

- A. When working together, schools and businesses must protect educational values. All commercial or corporate involvement should be consistent with the District's educational standards and goals.
- B. Any advertising that may become a permanent or semi-permanent part of a school requires prior approval of the Board.
- C. The Board reserves the right to consider requests for advertising in the schools on a case-by-case basis.
- D. No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, X or R rated movies, or gambling aids.
- E. No advertisement shall promote any specific religion or religious, ethnic or racial group, political candidate or ballot issue and shall be non-proselytizing.
- F. No advertisement may contain libelous material.
- G. No advertisement may be approved which would tend to create a substantial disruption in the school environment or inhibit the functioning of any school.
- H. No advertisement shall be false, misleading or deceptive.
- I. Each advertisement must be reviewed in advance for age appropriateness.
- J. Advertisements may be rejected by the School District if determined to be inconsistent with the educational objectives of the School District, inappropriate, or inconsistent with the guidelines set forth in this policy.
- K. All corporate support or activity must be consistent with the Board's policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, disability, or age, and must be age-appropriate.
- L. Students shall not be required to advertise a product, service, company or industry.
- M. Advertising will not be permitted on the outside or the inside of school buses.
- N. The Superintendent or designee is responsible for screening all advertising.
- O. The Superintendent or designee may require that samples of advertising be made available for inspection.
- P. The inclusion of advertisements in School District publications, in School District facilities, or on school district property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.

Q. Final discretion regarding whether to advertise and the content and value of the materials will be with the Board.

In addition to the guidelines set forth in this policy, the Superintendent shall prepare administrative guidelines addressing the Criteria for Commercial Messages and the process by which advertising shall be accomplished. (See AG 9700B.)

Accounting

Advertising revenues must be properly reported and accounted for.