

Rationale

The staff and students of our school community are an identifiable target audience for dissemination of information, products and services. There is a need to provide direction to the school and to the community regarding what forms of advertising are permissible.

Policy

It is the policy of Stichting AFNORTH International School Brunssum to provide a limited amount of advertising in the school as outlined in the guidelines.

Definitions

1. Advertising: the promotion of a product or an event by giving public notice using verbal, written or pictorial methods.
2. Charity: an organization or institution engaged in non-profit assistance to the poor, distressed, incapacitated, etc., or such institution set up for the care of such individuals or groups.
3. Sponsorship: the provision of financial support to a school project or event for which the sponsor receives publicity for his/her product or company.
4. Tri-Border Military Community: the NATO and national military bases and support units located in The Netherlands, Germany and Belgium.

Guidelines

1. Advertising for charities is permitted within the school with the approval of the director and/or principals. As needed, the management team shall be involved.
2. Advertising for events/projects which could be deemed relevant to the Tri-Border military community requires prior permission of the Director.
3. Advertising of a purely commercial nature is not permitted in the school. Commercial sponsorship of a school event or in a publication is subject to the permission of the section head's national administrative organization.
4. Announcements and/or advertisements of socially sensitive issues shall be at the discretion of the section head(s).

Review

This policy will be reviewed in accordance with Policy 1020 Policy Development and Review.

Cross Reference

Date Approved
8 November 2011

Legal Reference