

Guidelines for Flyers

Request Type: Outside organizations, companies, agencies and individuals wanting to distribute or display flyers about non-school related after school activities.

Many businesses/organizations want to let parents know about their programs and services for students. Parents may be interested in learning about these services as they are often looking for after school activities for their children. Since these materials may be of interest to parents, if they meet the guidelines below, they may be placed in a designated area of the school's front office for parents to pick up as desired.

Displaying a flyer at a school is **not** an opportunity for a business to simply advertise their product or service within the schools. **Flyers that are not related to after-school activities for students will not be approved. Information will NOT be approved for distribution directly to students.** Parents, teachers and principals have expressed the need to reduce the amount of outside information going home with students. Distribution of information directly to students is not the best use of staff time.

All requests must be received in writing at least two weeks prior to delivery of flyers at the schools. Requests to display or distribute material that are made in fewer than two weeks before the requested delivery date will be denied. The Deputy Superintendent's office will respond to the request within one week.

Note: No distribution may occur during the first four (4) weeks or the last four (4) weeks of school.

1. All requests must be made via the Escambia School District "Request to Distribute Information" form (available on the district web site www.escambia.k12.fl.us under "District Plans and Guidelines.")
2. A copy of the material to be distributed must be submitted along with the application.
3. The business/organization **MUST** have appropriate licensure and be insured.
4. The flyer to be displayed **MUST** state that the business/organization is licensed and insured.
5. Approval to place flyers in the front office of a school, in no way reflects an endorsement of that program by The School Board of Escambia County, Florida. **The following statement **MUST** be printed at the top of each flyer or page in 12 point type, all caps:**

**DISTRIBUTION DOES NOT IMPLY ENDORSEMENT OR RECOMMENDATION
BY ESCAMBIA COUNTY PUBLIC SCHOOLS**

6. The flyer **MUST** include a phone number of the business/organization.
7. Any fees for services **MUST** be stated on the flyer.
8. No religious references are permitted on the flyer.
9. **Our schools will not create, print or provide paper for copies, nor bear any expense, including staff time to collate or prepare materials.**

NOTES:

A school is *not* required to have a designated area to display these materials. The decision to have a display area as well as the decision to display *any* material is at the discretion of each individual principal. Each business/organization is responsible for providing the number of flyers for each school/center, *including delivery to each location.*

Activities such as Field Trips and Fund Raising are governed by School Board Policy. Please refer to these and all other School Board policies at www.escambia.k12.fl.us.

Please submit your request to the **Deputy Superintendent, 75 North Pace Boulevard, Pensacola, Florida 32505**

Escambia School District
75 North Pace Boulevard
Pensacola, FL 32505
Phone: 850-469-6131 Fax: 850-469-6379

Request to Distribute Information Guidelines for flyers
can be located on the school district web site -
www.escambia.k12.fl.us

Contact Information of Person making request:

First Name _____ Last Name _____

Primary Telephone Number: _____ Cellular Telephone Number: _____

Fax Number: _____

Mailing Address: _____

City _____ State _____ Zip _____

E-mail address: _____

Request From:

- Individual (not affiliated with a business or organization)
- For profit business / organization Non-profit business / organization

Please check the box that most closely matches the TYPE of request you are submitting:

Before & After School Program

- Seeking approval to display or distribute a flyer for a program or service taking place at the school.
- Seeking approval to display or distribute a flyer for a program or service occurring outside of the school facility.

Curriculum or Educational Material

Will this program involve the use of animals? Yes No

- Provide free educational material to the District for use in schools.
- Provide free educational material directly to one or more schools (specify) _____

Schools/Departments Requested to receive information:

- Employees Only
 - District-wide distribution requested
 - Selected schools (specify) _____
 - One school only (specify) _____

Flyers – Seeking approval to display or distribute a flyer:

- Advertising a product or service from a licensed and insured, for profit business or organization.
- Advertising a product or service from a licensed and insured, non-profit (501c3) business or organization.
- Promoting a FREE, public event affiliated with a city, municipality or government agency.
- Promoting a FREE, public event affiliated with a For Profit or Not for Profit business, organization.
- Promoting a fee-based public event affiliated with a city, municipality or government agency.
- Promoting a fee-based public event affiliated with a For Profit or Not for Profit business, organization.

- Flyer is in compliance with the district's guidelines for flyers (**checking this box indicates the flyer has the disclaimer as required on face of document - failure will result in denial of approval. Guidelines for flyers can be located on the school district web site - www.escambia.k12.fl.us**)

Fundraisers

- Seeking approval to offer a fund or supply raising opportunity to one or more schools or the District.

Incentive Program – Seeking approval to provide:

- Seeking approval to provide a coupon or collection of coupons offering FREE products or services (incentives) to students.

Note: All incentives MUST be for FREE products or services for students that can be redeemed without any condition of purchase by the parent or student.

Publications – Seeking approval to distribute:

- A FREE publication to the Media Center or other designated area at schools.
- A FREE publication to display on the bulletin board or front office area at schools.

Additional information (additional pages may be attached to application):

Please fax or mail this application and all supporting documentation about your request to:

Deputy Superintendent's Office 75 North Pace Boulevard, Pensacola, FL 32505
FAX 850 469-6379