

## 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 and distribution of information directly to students is not the best use of staff time.

**As of September 1, 2009, 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 Superintendent's office will respond in writing to the request within one week.**

**Note: No distribution may occur during the first two (2) weeks or the last two (2) weeks of school.**

1. All requests must be made via the Escambia School District "Request to Distribute Information" form (available on the Superintendent's web site)
2. A copy of the material to be distributed must be submitted 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. Consequently, 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.

#### 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.

Schools **WILL NOT** create copies or bear any expense, including staff time to collate or prepare material. The business/organization is responsible for providing enough flyers in the manner requested by each school.

Activities such as Field Trips and Fund Raising are governed by School Board Policy. Please refer to these policies for more information. You can locate these and all other School Board policies at [www.escambia.k12.fl.us](http://www.escambia.k12.fl.us)

Please submit your request to:

**Superintendent's Screening Committee**  
**215 W. Garden Street**  
**Pensacola, FL 32502**

Revised September 10, 2009

Escambia School District 215 W. Garden Street Pensacola, FL 32502 Phone: 850-469-6130 Fax: 850-469-6379		<b>Request to Distribute Information</b>	
<b>Contact Information of Person making request:</b>			
First Name		Last Name	
Primary Telephone Number:		Mobile Telephone Number:	
Fax Number:			
Mailing Address:			
City		State	Zip
E-mail address:			
<b>Request From:</b>			
<input type="checkbox"/> Individual (not affiliated with a business or organization) <input type="checkbox"/> For profit business / organization <input type="checkbox"/> Non profit business / organization			
<b>Please check the box that most closely matches the TYPE of request you are submitting:</b>			
<b>Before &amp; After School Program</b>			
<input type="checkbox"/> Seeking approval to display or distribute a flyer for a program or service taking place at the school. <input type="checkbox"/> Seeking approval to display or distribute a flyer for a program or service occurring outside of the school facility.			
<b>Curriculum or Educational Material</b>			
Will this program involve the use of animals? <input type="checkbox"/> Yes <input type="checkbox"/> No			
<input type="checkbox"/> Provide free educational material to the District for use in schools. <input type="checkbox"/> Provide free educational material directly to one or more schools (specify)			
<b>Contests</b>			
<input type="checkbox"/> Seeking approval to provide a contest opportunity to students <input type="checkbox"/> District-wide <input type="checkbox"/> Selected schools (specify) _____ <input type="checkbox"/> One school only (specify) _____			
<b>Flyers – Seeking approval to display or distribute a flyer:</b>			
<input type="checkbox"/> Advertising a product or service from a licensed and insured, for profit business or organization. <input type="checkbox"/> Advertising a product or service from a licensed and insured, non-profit (501c3) business or organization. <input type="checkbox"/> Promoting a FREE, public event affiliated with a city, municipality or government agency. <input type="checkbox"/> Promoting a FREE, public event affiliated with a For Profit or Not for Profit business, organization. <input type="checkbox"/> Promoting a fee-based public event affiliated with a city, municipality or government agency. <input type="checkbox"/> Promoting a fee-based public event affiliated with a For Profit or Not for Profit business, organization.  <input type="checkbox"/> Flyer is in compliance with the district’s guidelines for flyers <b>(failure will result in denial to distribute)</b>			
<b>Guidelines for flyers can be located on the school district web site - <a href="http://www.escambia.k12.fl.us">www.escambia.k12.fl.us</a></b>			
<b>Fundraisers</b>			
<input type="checkbox"/> Seeking approval to offer a fund or supply raising opportunity to one or more schools or the District.			
<b>Incentive Program – Seeking approval to provide:</b>			
<input type="checkbox"/> Seeking approval to provide a coupon or collection of coupons offering FREE products or services (incentives) to students.			
<i>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.</i>			
<b>Publications – Seeking approval to distribute:</b>			
<input type="checkbox"/> A FREE publication to the Media Center or other designated area at schools. <input type="checkbox"/> A FREE publication to display on the bulletin board or front office area at schools.			
<b>Additional information (additional pages may be attached to application):</b>			

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

Superintendent’s Office 215 W. Garden Street Pensacola, FL 32502  
FAX 850 469-6379