STATE OF NEW YORK

4589

2021-2022 Regular Sessions

IN ASSEMBLY

February 4, 2021

Introduced by M. of A. JENSEN -- read once and referred to the Committee on Education

AN ACT to amend the education law, in relation to advertising on school athletic facilities

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. The education law is amended by adding a new section 1527-d to read as follows:

§ 1527-d. Advertising on outdoor school athletic facilities. 1. The board of education of any school district in the state may enter into a contract for the sale of advertising space on outdoor school athletic facilities including, but not limited to outdoor athletic courts or fields and surrounding fences or the exterior of other related buildings or structures, which are owned or leased by the school district, subject to the limitations set forth in this section.

2. Advertisements for tobacco or alcohol products or for political advocacy shall be prohibited, in addition to any other advertisements for products or services or by sponsors that the board of education deems inappropriate.

3. All advertisements shall require prior approval by the local board of education.

4. Revenue derived from advertisement contracts shall be retained by the school district making such contract; provided that any such revenue shall not impact the calculation or awarding or granting of state aid to such school district.

5. The provisions of this section shall not apply to cities with a population of one million or more.

§ 2. This act shall take effect on the sixtieth day after it shall have become a law. Effective immediately, the addition, amendment and/or repeal of any rule or regulation necessary for the implementation of this act on its effective date are authorized and directed to be made and completed on or before such effective date.

EXPLANATION--Matter in *italics* (underscored) is new; matter in brackets [-] is old law to be omitted.

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