

## **Lubbock-Cooper Independent School District Promotional Item Approval Procedure**

All promotional items including apparel and merchandise in association with Lubbock-Cooper ISD or its sub-groups or organizations **must be approved by the LCISD Department of Public Information prior to sale and/or distribution.** These items include, but are not limited to: apparel representing teams or organizations, official team or organization uniforms, spirit apparel, auto decals, bumper stickers, flags, signs, megaphones and noisemakers, poms, temporary tattoos and face decals, tote bags, blankets, staff and faculty apparel, game-specific spirit apparel, and novelty merchandise. It is very important that approval be obtained **prior** to the production of items to prevent possible financial loss in the event items are not approved.

*Tips to aid in the prompt approval of promotional items submitted to the LCISD Department of Public Information:*

- *The official logo of Lubbock-Cooper ISD is the Pirate Flag. The “LCP” symbol has also been approved for use. Merchandise incorporating the use of any former LCISD logo or unapproved logo will not be approved for distribution. The Pirate Flag and LCP logos are available in electronic format from the LCISD Department of Public Information upon request.*
- *The official name of the district is Lubbock-Cooper Independent School District. The campuses are: Lubbock-Cooper High School, Laura Bush Middle School, Lubbock-Cooper Middle School, Central Elementary, North Elementary, South Elementary, and West Elementary. Variations on these names will be accepted as necessary and within reason however, references to the district as a whole shall remain “Lubbock-Cooper,” not “Lubbock Cooper” or “Cooper.”*
- *Promotional items should contain no vulgar, racially or culturally offensive, age-inappropriate, illegal, drug- or alcohol-related, gang-related, or sexually or violently explicit or inferential content. All dress code policies within the LCISD Student Code of Conduct should be adhered to, although restrictions on promotional items are not limited to the policies within the LCISD Student Code of Conduct.*
- *Those designing or contracting the design of promotional items should keep in mind that all promotional items in association with Lubbock-Cooper ISD represent the district, its employees, students, and community as a whole.*

Please keep in mind that the Promotional Item Approval Procedure applies to all groups in association with Lubbock-Cooper ISD, including student, employee, athletic, academic, and parent organizations. Failure to comply with the Promotional Item Approval Procedure may result in the restriction or termination of an organization’s privilege to sell and/or distribute promotional items or the banning of several or all of an organization’s promotional items from district venues or events.

Submissions should include the following information:

- *Name of individual making request and position at LCISD/within the specified LCISD organization/sub-group*
- *Sample of item or proof of item design*
- *Explanation of where/how the item will be sold or otherwise distributed*
- *Name of entity that will produce the item (Scarborough Specialties, Inc., UDawg Graphics, etc.)*

*Example (email):*

*My name is Sandra Smith. I am the President of the Pirate Parent Club. I have attached the design proof of a t-shirt we would like to sell at the LBMS Open House. The shirt is being printed by ABCD Graphics.*

**To submit items/proofs electronically (preferred):**

Sadie Alderson  
salderson@lcisd.net

**To submit items/proofs via mail (out-of-district):**

Sadie Alderson  
LCISD Department of Public Information  
16302 Loop 493  
Lubbock, TX 79423

**To submit items/proofs via mail (in-district):**

Sadie Alderson  
Admin – Annex 3

Please allow two full school days from the receipt of the request for a response. Communications regarding the approval of promotional items will be forwarded to campus principals.

If you have any questions or concerns regarding this procedure, contact Sadie Alderson in the LCISD Department of Public Information at [salderson@lcisd.net](mailto:salderson@lcisd.net) or 806.863.7100 ext. 1401.