

## BVSD sells bus sponsorships

Vanessa Miller  
Boulder Daily Camera

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School districts across the state and nation are compensating for sky-rocketing fuel costs by selling advertising space on school buses, and although Boulder Valley isn't exactly following that trend, the district's fundraising arm is selling bus sponsorships this year.

Commuters in the Boulder County area might notice large decals on the rear of the buses showing a "star-head" cartoon character behind a film camera.

The "slicks" that have been slapped on 30 Boulder Valley buses have a double meaning: They're celebrating the 25th anniversary of Impact on Education, which partners with the district to build support for public education; and they're kicking off a technology contest challenging students to use new software to create multi-media animated videos.

The contest will begin in October, and prizes will go to schools with the largest percent of student participation.

"We wanted to have a contest that would get kids involved in using software and create some fun around it," said Francie Anhut, chief executive officer for Impact on Education. "We wanted to get software in the hands of kids and get them familiar with what will be par for the course in the future."

Above the bus doors on each decorated vehicle is the name of a company that paid \$2,500 to sponsor that bus. Companies like Google, Mike's Camera, Ball Corp., Elevations Credit Union and the Jared Polis Foundation together have given a combined \$75,000 to the district's fundraising arm to have their business names slapped as sponsors on the transports, Anhut said.

"We're using the anniversary to increase community support," she said.

The money will go to Impact on Education's "opportunity fund," which helps economically disadvantaged students participate in academic and extracurricular activities that require participation fees. The fund has provided more than \$575,000 since it began in 2004.

Impact on Education, as a whole, has raised about \$10 million for the district since its inception in 1983.

Anhut said this year's bus campaign -- the decals will be gone next year -- isn't selling advertisement space on school buses, like some districts have started doing to make up for rising fuel costs. Sponsors, she said, didn't get to choose what they put on the bus.

"The sponsor logo is over the door, and it isn't very big," she said. "It's a sponsorship, not an advertisement."

Anhut said it was tough to find any usable promotional space on the district's school buses.

"If you ever thought you knew of an area of the world that's highly regulated, it's school buses," she said. "Every place that we have a graphic on that bus is the only place we could have a graphic on that bus."

Bob Young, Boulder Valley's transportation director, said the district has mulled the idea of selling advertising space on their school buses.

"It has been a consideration, but it's not something we have looked into extensively," he said. "It can get controversial about what kind of advertising you allow."

Jefferson County decided to start selling advertising space on its buses this year, and Cherry Creek and Colorado Springs school districts have been vending its free bus space for years.

Young said his department talked at length with Impact on Education about the regulations related to the types of sponsorships they sold.

"We went over all that with Impact on Education before we allowed them to use our buses," he said.

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Archived comments

CU needs to pony up and help out the BVPS, come on, 661 million, and the public school system is hurting.

Come on people, help me out here, CU needs to pay back!

How can the college in town enjoy overfilled coffers while the K-12 is falling to pieces?

This is like the freaking Vatican, loaded with gold and gems and priceless works of art while the surrounding Italian countryside lives in complete poverty.

Mark Twain said the Italians should rob their churches, he was right, and Boulderites should demand tribute from CU.

GabeMc

9/2/2008 1:37:28 AM

Boulder has now copied Colorado Springs? Yikes, what a downhill slide.

monkeys

9/2/2008 7:03:41 AM

BVSD isn't hurting for dollars, GabeMc. What's hurting it is the overhead caused by all the bureaucrats who consume much and produce nothing.

wgstrand

9/2/2008 7:24:14 AM

They want elementary schools to make videos, but they won't let them use Macs. Ugh.

kag@guytons.net

9/2/2008 8:49:52 AM

They could paint them purple, just as long as they START SHOWING UP ON TIME.

ogghead@yahoo.com

9/2/2008 10:39:23 AM

GabeMC -

I wasn't aware that CU had "overflowing coffers", in fact higher ed seems to be hurting more than K-12. There is no constitutional amendment that guarantees college funding like there is K12.

BVSD just needs to focus on their priorities. I'm not sure what the purpose of getting teachers to push a video contest is in terms of educational value. I'd MUCH rather see BVSD focus on math or writing skills. My experience with BVSD grads hasn't shown great development in those areas. If those things are too "old school" then at least do some REAL life skills classes. What is the rate of MIP tickets per capita for BVSD VS Denver or \*anywhere\* else? All I know is that those seniors can probably out drink me these days.

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9/2/2008 11:16:30 AM

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