

COMMUNITY RELATIONS  
ADVERTISING AND FUND RAISING IN THE SCHOOLS

GKB  
(LEGAL)

OUTDOOR  
ADVERTISING

A person commits an offense if the person willfully erects or maintains outdoor advertising in violation of Transportation Code Chapter 391. *Trans. Code 391.031, 391.061*

EXCEPTION

An outdoor advertising sign may include the logo or emblem of an entity if the sign is erected or maintained by a public school in a county with a population of 65,000 or less, the entity sponsors or provides significant funding to the school, and the entity's logo or emblem occupies less than 25 percent of the area of the sign. *Trans. Code 391.037*

DEFINITION

"Outdoor advertising" means an outdoor sign, display, light, device, figure, painting, drawing, message, plaque, poster, billboard, or other thing designed, intended, or used to advertise or inform if any part of the advertising or information content is visible from the main-traveled way of the interstate or primary system. *Trans. Code 391.001(10)*

CHARITABLE RAFFLES

A raffle is the awarding of one or more prizes by chance at a single occasion among a pool or group of persons who have paid or promised a thing of value for a ticket that represents a chance to win a prize. *Occupations Code 2002.002(6)*

A "qualified nonprofit organization" for purposes of the Charitable Raffle Enabling Act may conduct raffles in accordance with the Act to benefit the District or school. A parent-teacher organization may be qualified to hold such raffles if it meets the requirements of the Act. *Occupations Code 2002.003, 2002.051; Atty. Gen. Op. JM-1176 (1990)* [See also FJ]