

The Lawrence Adult Soccer League (LASL) is a local adult soccer league created to bring together a diverse group of soccer players to play soccer and build community.

I. PURPOSE:

1.01 Nonpublic Forum: LASL will make space on its website available for limited types of advertising. LASL does not intend to create a public form for public discourse or expressive activity, or to provide a forum for all types of advertisements. The display of advertisements is intended to promote businesses associated with LASL members.

II. REQUIREMENTS AND LIMITATIONS

2.01 Limits on Permitted Advertisements: All advertisements submitted for approval must meet the following qualifications:

- (a) Avoid material that may discourage membership in LASL,
- (b) Maintain an image of professionalism and decorum,
- (c) Avoid displaying material that is not suitable for viewing by minors or members of the public who are stakeholders in LASL
- (d) Communicate a benefit to LASL members
- (e) Advertisers offering premiums or gifts shall avoid representations that would erroneously inflate the value of the item.

2.02 Right to Decline: LASL has sole authority to accept or decline advertisements on its website. By declining advertisements, LASL's intention is to:

- (a) Maintain a professional advertising environment
- (b) Maintain and portray an image of neutrality issues that may be the subject of public debate and concern
- (c) Protect its members from harm or damage that may be the subject of public debate and concern
- (d) Avoid a decrease in LASL membership
- (e) Does not meet the following advertising standards and restrictions:
 - a. False, Misleading, Deceptive or Disrespectful Advertising

- b. Contains an Unauthorized Endorsement: LASL will decline an advertisement if it implies or declares LASL endorses the product, service, point-of-view, event, business, or program.
- c. Obscene or Offensive Material: LASL will decline an advertisement if it deems it obscene. LASL defines obscene as an advertisement, taken as a whole, that appeals to the prurient interest in sex and depicts or describes, in a patently offensive manner, sexual conduct and which, taken as a whole, does not have serious literary, artistic, political, or scientific value.
- d. Promotes Unlawful Goods or Services.
- e. Promotes Unlawful Conduct
- f. Promotes Adult Entertainment

2.03 Excluded Advertisements: under no circumstance will LASL accept advertisements for the following subject matters:

- (a) Alcoholic Beverages: LASL will not accept advertisements soliciting or promoting the direct sale or use of alcoholic beverages. Advertisements primarily promoting eating establishments, local business establishments, grocery establishments, and specific events or festivals are exempt as long as the advertisement includes a message about responsible drinking if an image or words depicting beer and/or wine are used.
- (b) Tobacco Products: this includes vaping products.
- (c) Political Advertisements: LASL will not accept any advertisements that support or oppose any political party or candidate
- (d) Religious Advertisements: LASL will not accept any advertisements that promote or oppose any religion or religious practice or belief.
- (e) Public Policy: Advertisements intended to influence public policy are prohibited. This includes advertisements intended to influence members of the public regarding issues on which there are varying opinions.
- (f) Advertisements Affecting the Image or Operation of LASL: LASL will not accept any advertisements that affect its public image or its ability to attract or maintain its membership.

2.04 Additional Stipulations:

- (a) Medical or health-related messages will be accepted only from government health organizations or if the substance of the message is currently accepted by the American Medical Association and/or the Food and Drug Administration
- (b) Any advertiser wishing to advertise through LASL is responsible for creating the advertising material including the language and associated graphics.
- (c) LASL, in its sole discretion, may permit an advertiser to e-mail its members. In such circumstances, the advertiser is responsible for creating the material it wants e-mailed. Such e-mails must meet the stipulations for all advertising identified in earlier provisions of this policy. The LASL board will e-mail the advertisement to its members if it approved.
- (d) The LASL board is the final arbiter of the restrictions set herein and can, in its sole discretion, approve or deny any advertisement for any or no reason.
- (e) This advertising policy only applies to e-mailing LASL members and placing advertisements on the LASL website.