

External
Naming Rights Policy

Application

The Community Library (Library) seeks to recognize persons who have supported the library. This policy and related procedures is intended to recognize service and/or substantial financial contributions by naming rooms, furnishings, equipment, library collections or installing designated plaques and nameplates through board of trustee approval.

Statement of Purpose

The Library provides naming opportunities in recognition of individuals and corporations for outstanding services towards the development of the library and for substantial financial contributions. These naming opportunities, with necessary Board of Trustee (hereinafter “Board”) approval, may include but are not limited to naming rooms in the building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate. Hereafter these naming opportunities will be referred to as “NAMING”.

Only individuals and organizations whose action and or programs are compatible with the mission, policies, goals and values of the Library will be considered in NAMING.

Policy

Appropriate financial contributions for naming opportunities will be at the discretion of the Board. Naming opportunities due to a financial contribution may be named directly after the benefactor, or it may retain or be given a functional title and the benefactor will be recorded as its sponsor. Proposals for NAMING should be submitted to the Library Director including any guidelines on how the donated funds are to be used to support the named room or area. The Library Director, will forward to the Board for further evaluation and approval. If approved, a contract is initiated.

A proposal for NAMING in honor of a person will normally be considered when that person is a major benefactor to the library that merits recognition.

All documents must be finalized before the library issues final approval for a NAMING. No publicity shall be initiated until a contract is in place.

While the Board is grateful for and encourages donations from all individuals, businesses and organizations, the Board has the right to decline any gift to the library and/or reject NAMING proposals. The Board reserves the right to terminate or alter a NAMING designation.

Naming rights will not extend beyond the life of the space. In the event the room or building is significantly altered during the agreed upon time when the gift was made, the Board will roll the name forward in a similar capacity.

In the event that the Library does not receive the full amount of the pledged donation for the naming opportunity, the Library Director may recommend to the Board that the use of the benefactor's name for the area be discontinued.

Examples

I. Naming Rooms in the Building

A. The library will consider naming rooms when a person or corporation has given outstanding service or a financial contribution towards the room.

B. Recognition will be for 20 years or for the life of the room (whichever is less), unless the individual or corporation provides continuing or additional support.

II. Furnishings and Equipment, Collections

The library will recognize a major financial contribution for the purchase of furnishings and equipment, library collections or other by placing the name of the benefactor on a designated plaque or nameplate within the facility.

III. General

A. If the NAMING is based on outstanding service to the library system, the individual and/or family of a person whose name is being considered will be notified in writing prior to completion of the naming process.

B. The NAMING shall be finalized only after the financial commitment has been honored in full and not on the basis of a pledge for future funds, unless a contract is entered into for such purposes.

IV. Indexation

At the discretion of the Board, the levels of financial contributions quoted will be adjusted to reflect changes in economic conditions.

V. Future considerations

Any request to rename, add, or remove a name should include, when possible, documentation pertaining to the original approval and subsequent name change proposal. In the event that donor names must be removed for new construction, or in the event the Library is destroyed by natural disaster and is rebuilt to be used for its original purpose, recognition shall be replaced per the original agreement where possible.

In the event the building is drastically altered through construction, the Board shall reserve the right to add/alter gift recognition, including the room's naming. Any donor plaques displaced as a result of this will be rededicated in an alternative location in accordance with the time frame developed for the original gift.

When a named room has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated space may be renamed in recognition of a new donor or honoree. Appropriate recognition of earlier donors or honorees shall be included in, or adjacent to, new, renovated or redeveloped facilities.

Dedication Ceremony and Plaque, Inscription, or other Recognition:

The Board reserves the right to choose the wording, size, location and style of the plaque inscription, or other recognition. An appropriate dedication ceremony may be planned and conducted.

Definitions:

1. A room in the building may include an enclosed room, designated areas such as story-time corner or interior wall.
2. A designated plaque or nameplate may include an inscribed commemorative thin, flat plate or tablet of metal, porcelain, etc., intended for ornament, as on a wall, or set in a piece of furniture.
3. A collection is groups of books, media, and other information items.
4. Furnishings and equipment include furniture, computers, microfilm readers, and similar articles that are not a fixed part of the building and have a limited life span.
5. Financial contributions include outright gifts of money, securities, in kind donations and endowments.

Responsibility:

The responsibility for the implementation of this policy goes to the Library Director and the Board of Trustees. A special committee may be designated to follow through with the procedures for naming and making the appropriate recommendations to the board.

Approved Date: 11/14/2024

Revised: 2/13/2025

Reviewed:

Procedures

Request Procedures:

1. Proposals for naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate may be submitted at any time during the year to the Library Director for review.
2. A proposal should include:
 - a) Applicant name
 - b) Contact Information including address, telephone, and email address
 - c) Naming opportunity of interest
 - d) Statement of the amount and method of the financial contribution to the Library
 - e) Statement of the outstanding services toward the development of the library when the recognition is based on merit rather than financial contributions
 - f) application compliant with the criteria and objectives outlined in this policy
3. An official letter of response will be sent acknowledging the proposal and outlining the steps necessary to proceed with the naming process or declining the proposal and stating the reason for this action.
4. The Director will present to the Library Board the naming proposal with appropriate documentation.

General Room Naming Levels:

A donation in the amount of \$50,000 or above will allow for the naming of a room or area at the Library by the donor. The Board will determine which room or area depending on the amount of the donation.

Sponsorship and Naming Examples: (The Board has the responsibility to adjust these figures.)

Bathrooms \$4,000
Office Space \$5,000
Storage areas \$9,000
Kitchen/break room \$13,000
Gallery \$14,000
Entry Stairwell \$21,000
Multipurpose Room \$36,000
Create Space \$57,000
Community Room \$63,000
History Room \$66,000

Teen Space \$71,000
Children's Space \$95,000
Elevator \$500,000

Other areas will be determined by the Board according to the amount of donation.

Monetary gifts (other than those associated with naming rights and sponsorships) of \$1,000 or more may be recognized on a designated plaque or nameplate.

Material/Equipment Gifts:

Donations of materials/equipment and funds to purchase materials/equipment will be accepted with the understanding that the Library reserves the right to determine if, and in what manner, the donated items will be used. The Library will make a good faith effort to use monies in accordance with the wishes of the donor(s) and the instructions of the Gift/Donations Form. The Library may refuse proposed gifts if restrictions are counter to Library policies.

Gifts of materials/equipment and items donated become the property of the Library, and are accepted with the understanding that they are subject to the same selection criteria as purchased materials/equipment. Items not selected for the collection may be passed on to another institution or library, or to the Friends of the Library for sale. All proceeds from the sale of donated materials will go to the Library. Acknowledgement of gifts for tax records may be provided, but appraisal of the value of donated items is not made.

Commemorative book(s) receive a bookplate listing the donor and the honoree and an acknowledgment letter will be sent to the person(s) or family of the person being honored.

Monetary Gifts:

All monetary gifts are recognized with an acknowledgment letter.