

BARABOO PUBLIC LIBRARY	TITLE: NAMING RIGHTS POLICY	
TARGET AUDIENCE: • Library Donors	POLICY LOCATION: • Library Website • Library Director's Office	ALSO SEE: • Library Gift Policy
DATE APPROVED BY LIBRARY BOARD: 2-18-2020	DATE AMENDED BY LIBRARY BOARD:	ATTORNEY REVIEW: 2-7-2020

I. Purpose

- (A) The Library may recognize, as appropriate, the generosity of certain individuals, corporations, foundations, and other donors by naming meeting rooms, reading areas, study rooms, special use areas, equipment, and any other interior or exterior spaces. Naming opportunities are also available to honor a person's significant service to the Library, to the community, or to society at large.
- (B) The Board recognizes that naming a collection, facility or portion of a facility is a decision of immense importance. Therefore, making these decisions is undertaken with an appreciation for that significance. Decisions regarding naming rights will be made in the best interest of the library by the Library Board, and the Board has the right to decline any gift to the Library or reject any naming proposal.

II. Guidelines

- (A) Appropriate contributions for such naming opportunities will be at the discretion of the Library Board and will be determined by project cost, actual cost of equipment, on-going operating cost, etc., depending on the specific area or item.
- (B) The Library Board has the sole right to name or rename collections or facilities. The Library Board will review, consider and approve or decline all such proposals. The Library Board may refuse any financial or in-kind donation if it is deemed not to be in the best interests of the Library.
- (C) Naming rights carry no power of direction or implied power of direction to the Library on matters of appointment of persons, policies, or any other library processes or activities.
- (D) All naming rights shall be approved for a specific term, which shall in no case be longer than the useful life of the property or facility, as determined by the Library Board, unless otherwise established in the naming rights agreement between the Library and the donor. Physical recognition may remain in the location acknowledging the name and the donation.

- 36 (E) When a named collection, facility, or portion of a facility has reached the end of
37 its useful life and will be replaced or substantially renovated, the replaced or
38 renovated space may be renamed in recognition of a new donor or honoree.
39 Appropriate recognition of earlier donors shall be continued to the best of the
40 Library Board's ability.
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- 42 (F) In the event the room or building is significantly altered, the Library Board may
43 carry the name forward in a similar capacity. The Library Board also reserves the
44 right to add or alter gift recognition, including naming.
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- 46 (G) If the library facility or portion thereof is relocated, substantially remodeled, or
47 converted to use other than its original use, it may be renamed to reflect the
48 association of new donors or community interests related to the changing facility.
49 In such instances, the original name shall be honored in an appropriate manner.
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- 51 (H) In the event that agreed upon funding to constitute a naming opportunity ceases
52 before the agreed time or amount, the Library Board may discontinue the use of
53 the benefactor's name.
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- 55 (I) When a major building project is to be undertaken, a tailored naming policy may
56 be proposed for various rooms, or parts of the building and its environs. Such a
57 policy will require the endorsement of the Library Board.
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- 59 (J) The Library Board reserves the right to terminate or alter a naming designation
60 under unusual circumstances, or if an individual or organization named comes
61 into disrepute at the Library or in the community at large.
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63 **III. Procedure**

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- 65 (A) The President of the Baraboo Public Library Board shall charge the Library Board
66 Finance and/or Fundraising Committee to review and make recommendations to
67 the full Board for naming opportunities.
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- 69 (B) The Committee shall consider compliance with the established naming rights
70 policy; whether the donation is from a potentially controversial source (e.g.
71 tobacco, alcohol, etc.); appropriate signage; compliance with the required
72 approval process for accepting donations; and any other relevant factors.
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- 74 (C) All such recommendations for naming shall be submitted to the Library Board of
75 Trustees in writing. The request shall contain justification compliant with the
76 criteria and objectives outlined in this policy. The Library Board will review,
77 research, and act upon any proposals submitted.
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- 79 (D) After positive review by the library board, a Naming Rights Agreement shall be
80 created, approved by the Library Board, and signed by the Library Board
81 President and the individuals, corporations, foundations, or other donors who
82 have proposed the naming rights. The terms of the Naming Rights Agreement

83 shall be based upon the definitions and guidelines in this Baraboo Public Library's
84 Naming Rights Policy.
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87 (E) Upon approval of the naming by the Library Board, a dedication plaque or
88 comparable marking may be installed. All building plaques must conform to the
89 signage that has been selected for the area in size, design, location, materials
90 and content.
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