

Effective Date: October 21, 2019

## **Naming Rights Policy** (for Foundation Naming)

### **1. Purpose**

It shall be the policy of the Board of Trustees of the Sharon Public Library (the Board) in conjunction with the fundraising efforts of the Sharon Public Library Foundation to recognize the generosity of individuals, families, businesses/corporations, trusts foundations, or other donors (Donor) by their choosing to create a specific naming designation for collections, library areas, fixtures, or library equipment (Assets). Should a Donor desire to be recognized by having the library building named in their honor, the Board will consider that request; if the Board should vote in favor, it shall bring that request forward via an article to be voted at Town Meeting.

While the Board is grateful for and encourages donations, the Board reserves the right to decline any gift to the library and/or reject any naming proposal.

The Board further recognizes that any naming is a decision of immense importance. Therefore, making these decisions will be undertaken with an appreciation for that significance.

### **2. Definitions**

Assets include but are not limited to: meeting rooms, reading areas, study rooms, special use areas, children's or youth services areas, and any other interior or exterior spaces, as recognized by the Board. Appropriate contributions (donations) for such naming opportunities shall be at the discretion of the Board.

### **3. Guidelines**

The Board has the sole right to name or rename Assets. The Board will review, consider and approve or decline all such proposals. The Board may refuse any financial or in-kind donation if it is deemed not to be in the best interests of the library.

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.

Unless otherwise determined by the Board or established in the naming rights agreement between the Board and the Donor, all naming rights shall be approved for whichever of the following comes first:

1. 30 years,
2. the end of the useful life of the Asset,
3. the end of the existence of the Asset.

When an asset has reached the end of its useful life and will be replaced or substantially modified, the Donor has first refusal rights to pay to replace and retain their naming opportunity. If the Donor refuses replacement and the Town replaces the Asset, the plaque will be transferred or the replaced or renovated Asset may be renamed in recognition of a new Donor or honoree. In the event the Asset or building is significantly altered, the Board may carry the name forward in a similar capacity. The Board also reserves the right to add or alter gift recognition, including naming.

If agreed upon funding to constitute a naming opportunity ceases before the agreed time or amount, the Board may discontinue the use of the Donor's name.

When a major building project, such as the construction of a new library building is to be undertaken, a tailored naming policy may be proposed for various rooms, or parts of the building and its environs. Such a policy will require the endorsement of the Board. Naming does not carry forward to new building projects.

The Board reserves the right to terminate or alter a naming designation under unusual circumstances, or if an individual or organization named comes into disrepute at the library or in the community at large.

#### **4. Plaques**

The Board has sole discretion over the size, font, style, color, and all other aspects of plaques. Spaces that are subject to the requirement of a room number will have two plaques. One will have the number of the room (Number Plaque) and one will have the naming info (Naming Plaque.) If a room is named before the acquisition of the Number Plaque, the donor may request a particular name to be placed on the Number Plaque as well.

#### **5. Name specific Guidelines**

All names are subject to approval by the Library Board.

#### **6. Procedure**

The Chairman of the Sharon Library Board shall charge a Library Board Committee to review and make recommendations to the full Board for naming opportunities.

The review committee shall consider compliance with the established naming rights policy; whether the donation is from a potentially controversial source (e.g., tobacco, alcohol, etc.); appropriate signage; compliance with the required approval process for accepting donations; and any other relevant factors

A Naming Rights Agreement shall be created, approved by the Board, and signed by the Board Chairman or designee and the Donors who have proposed the naming rights. The terms of the Naming Rights Agreement shall be based upon the definitions and guidelines in this Sharon Public Library Naming Rights Policy.

The naming shall be installed after the first payment for multi-payment year Assets; after the full payment for non-multi-payment year Assets; or upon acquisition or completion of the Asset to be named.

This policy will be reviewed as needed and is subject to change.

Approved: 9/18/19