

ROCHESTER PUBLIC LIBRARY DISTRICT

NAMING RIGHTS POLICY

(Approved 5/10/2018)

Purpose

The Rochester Public Library District Board of Trustees (the Board) considers the naming of a room in honor or memory of a living or deceased individual, corporation, foundation or organization to be one of the highest distinctions it can bestow.

The Rochester Public Library District (Library) seeks to recognize persons who have supported the Library through substantial financial contributions by naming facilities in their honor.

General Definitions

Naming opportunities due to a financial donation may be used for a room or area to be named directly after the benefactor, or it may retain or be given a functional title after which the benefactor will be recorded as its sponsor. Proposals for naming facilities should be submitted to the Library Director and should contain specific information in support thereof, including any guidelines on how the donated funds are to be used to support the named room or area. If endorsed by the Library Director, the proposal will be forwarded to the Board for approval. The Board reserves the right to name the room or area according to what is best for the function of the Library.

All agreement documents must be finalized before the Board issues final approval for a naming opportunity.

The Naming Rights Policy includes internal features, which may be rooms, and outdoor areas, which may be gardens. Other items may be recommended for naming after consultation with the Library Director.

Guidelines for Naming

Rooms or Areas

A proposal for naming a room or area of the Library in honor of a person will normally be considered when that person is a major benefactor to the Library that merits recognition.

Naming rights will not extend beyond the normal life of the room or area. Naming rights will normally remain in place for a period of no longer than twenty (20) years, although a plaque will remain in the location in perpetuity, acknowledging the name and the donation.

A proposal for naming a room or outdoor area in honor of a member of the community will also be considered when that person has given distinguished service to the Library that merits recognition in the Library's history.

Deferred Gifts with Naming Rights

Deferred gifts are those gifts that are committed for Library use in the present but received by the Library in the future. There may be many forms of such gifts. Deferred gift assets become available for investment by the Library when a donor transfers cash or assets to the Library and obtains, in exchange,

a life income based on the value of donated assets. Each deferred gift plan will have a mutually signed agreement that specifies the type of plan, amount of the income payments, and the purpose and use of the deferred gift.

People interested in developing this type of gift are encouraged to contact the Library Director to discuss their options. All plans for Deferred Gifts shall contain a written statement of intent with full details of the gift. The Library Director shall submit his/her recommendation to the Board for final acceptance.

Once a deferred gift has received formal acceptance by the Board, the gift will be considered as irrevocable.

General Guidelines

To insure the appropriateness of the honor, the Library will adhere to the following guidelines to make decisions on the merits of each opportunity with regard to naming interior and exterior spaces:

- Unless the Library Director determines otherwise, a person's or corporation's name may be used in naming a library room only once.
- Negotiations for the naming rights for a room may be initiated by the Library Director or by a benefactor or other interested parties.
- If the flow of funds ceases before the agreed upon time in relation to a naming opportunity, the Library Director may recommend to the Board that the use of the benefactor's name for the room or area be discontinued.
- When a major building project 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 Library Director for recommendation to the Board.
- If an individual or organization, after which a room or area has been named, comes into disrepute at the Library or in the community at large, the Library Director may recommend to the Board that the use of the name be discontinued.

Request Procedure

The President of the Board shall charge the Library Director to review and make recommendations to the Board for naming opportunities. The guidelines for naming rights are as follows:

- All requests for naming shall be submitted to the Board in writing. The request shall contain justification compliant with the criteria and objectives outlined in this policy. The Board will review and research each submitted naming nomination on its individual merits.
- No publicity shall be given the recommendation for naming until it is approved by the Board.

Gift Recognition Replacement-Special Considerations

A request to rename, add a second name or remove a name from a room shall conform to the following principles:

- Any request to rename, add, or remove a name from a room within the Library should include documentation pertaining to the original approval and subsequent name change proposal. If 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.
- In the event a 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 because of this will be rededicated in an alternative location in accordance with the timeframe 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

A plaque will be installed at or near the named area. The Board reserves the right to choose the wording, size, location and style of the plaque. An appropriate dedication ceremony may be planned and conducted.

**The Rochester Public Library District
Gift Agreement for Naming Rights**

For The *[insert name here]* Room

In recognition of the efforts being made by the Rochester Public Library District Board of Trustees to obtain additional funds to develop and renovate the Library, the undersigned intends to establish by a gift of \$*[insert amount of gift commitment here]*, [payable over up to *[insert number here]* years,] as a naming opportunity to be known as

The *[insert name here]*.

It is the donor's wish that the room or area located *[insert with room description]* be named The *[insert]* and marked with an appropriate plaque.

This naming right will remain in place for a period of no longer than twenty (20) years, although a plaque will remain in the location in perpetuity, acknowledging the name and the donation. Naming rights will not extend beyond the normal life of the room. If, as a result of changed conditions in the future, the life of the room does not exceed *[insert]* years, naming rights will be individually determined each time.

The Rochester Public Library District Board of Trustees and donor(s) named in this agreement acknowledge this gift and the terms stated within by the signature of their duly authorized representative on duplicate copies of this agreement.

Printed Name of Donor

Signature of Donor

Acknowledgment by the

President of the Rochester Public Library District Board of Trustees

Sponsorship and Naming Levels

Specific Areas During Renovations or Construction

Donation Amounts:

- Fireplace \$3,000
- Café / Juice Bar \$5,000
- Study Room 1 (Local History) \$20,000
- Study Rooms 2 and 3 \$15,000
- Video Game Room \$30,000
- Adult Reading Room \$40,000
- Community Tech Lab \$50,000
- Community Back Yard \$50,000
- Teen Space \$110,000
- Older Children's Area \$120,000
- Craft/Story Room \$180,000
- Young Children's Area \$200,000
- Naming Rights to the Library \$1,000,000