



NAMING RIGHTS POLICY

I. Purpose

- A.** The Sun Prairie Public Library (SPPL) 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, collections, 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 Library 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. The Library Board will make decisions regarding naming rights in the best interest of the library. The Board has the right to decline any gift to the Library or reject any naming proposal.

II. General 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, furniture, construction, and on-going operating costs, 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.** The Library Board reserves the right to determine the style, scale, content and design of signage. Signage conforming to the design of an area may be used to recognize a donor. Photographs and portraits will not be considered.
- D.** Generally, the Library does not allow the naming of a collection, facility or portion of a facility after a living person.
- E.** Naming rights carry no power of direction or implied power of direction to the Library on matters of personnel, policies, or any other library processes or activities.
- F.** All naming rights shall be approved for a specific term, which shall not 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.

- G.** When a named collection, facility, or portion of a facility 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 as directed by the Library Board.
- H.** In the event the room or building is significantly altered, the Library Board may carry the name forward in a similar capacity. The Library Board also reserves the right to add or alter gift recognition, including naming. If the library facility or portion thereof is relocated, substantially remodeled, or converted to use other than its original use, it may be renamed to reflect the association of new donors or community interests related to the changing facility. In such instances, the original name shall be honored in an appropriate manner.
- I.** In the event that agreed upon funding to constitute a naming opportunity ceases before the agreed time or amount, the Library Board may discontinue the use of the benefactor's name.
- J.** The Library 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.
- K.** The Library Board recognizes the importance and significance of the Sun Prairie community. In that spirit, The Sun Prairie Public Library shall not be renamed.

III. Sun Prairie Public Library Foundation Guidelines

- A.** 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 Board.
- B.** The President of the Sun Prairie Public Library Board shall charge the SPPL Foundation to review and make recommendations to the full Board for naming opportunities.
- C.** The SPPL Foundation shall consider compliance with the established naming rights policy; whether the donation is from a potentially controversial source (e.g. tobacco, alcohol, firearms); appropriate signage; compliance with the required approval process for accepting donations; and any other relevant factors.
- D.** A Naming Rights Agreement shall be created, approved by the Library Board, and signed by the Library Board President and the individuals, corporations, foundations, or other donors who have proposed the naming rights. The terms of the Naming Rights Agreement shall be based upon the definitions and guidelines in this policy.

- E.** All such recommendations for naming shall be submitted to the Library Board of Trustees in writing. The request shall contain justification compliant with the criteria and objectives outlined in this policy. The Library Board will review, research, and act upon any proposals submitted.
- F.** Upon approval of the naming by the Library Board, an appropriate dedication ceremony may be planned and conducted. The donor, guests, the media, and the Library Board will be notified for attendance and participation. A dedication plaque or comparable marking may be revealed at the ceremony. All such recognitions must conform to the style selected for the area in scale, design, location, materials and content.

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