

SECTION:	PS 1	ADMINISTRATIVE
SUBSECTION:	PS 1.9	GIFTS, DONATIONS, SPONSORSHIPS AND NAMING RIGHTS
POLICY:	PS 1.94	NAMING RIGHTS
REVISIONS:		10/2014

Generally, the Library does not allow the naming of a collection, facility, portion of a facility, outdoor area or garden after a living person.

Library Building

At the discretion of the Board, the naming of the Library building may be considered in the event of an extraordinary contribution for a Library building project. The entity known as the Ashtabula County District Library shall not be subject to naming, but the buildings housing the Libraries may be so named. Such naming shall only be considered for an individual or family.

Endowment Funds

Named Endowment Funds are intended for the continued support of the Library. These named Funds will be established in perpetuity with the income used for the annual operation of the Library. The principal remains intact. A named endowment may be requested by the donor or proposed by the Board with permission of the person or corporation to be named. The request shall be evaluated by the Board for approval. Fifty-one (51) percent of the minimum amount must be physically secured by the Library before the Library Director recommends the establishment of the named Endowment Fund. The remainder must be pledged and received within five (5) years. In the event that the flow of funds agreed upon does not reach the named amount within five years, the Library Director may recommend to the Board of Trustees that the named Endowment Fund be dissolved and the funds be co-mingled with other Library gift monies. A minimum of \$25,000 is required for Board consideration for a named endowment.

Named Rooms and Special Use Areas

Generally, only meeting rooms and designated special use areas shall be named for an individual, family, foundation or corporation. The naming of such a space generally requires a contribution of a percentage of the cost of the area in proportion the total cost of the facility or the project for the facility but valuations may be assigned to naming rights possibilities on a case-by-case basis to aid with making decisions about granting naming rights. (See Exhibit PS 1.94a.) The proportion shall be determined by the Board who may take advice from such persons or other professionals as needed. Each case may take into account market comparisons for naming rights, for which professional advice may be sought. The Board of Trustees shall be responsible for determining the manner in which the name is recognized (e.g., signage). The physical display of the naming rights may be decided or negotiated on a case-by-case basis.

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Name Recognition

Name recognition for a non-public room, or area inappropriate for naming, may recognize a donor by a conspicuously displaced placard. Name recognition may be the name of an individual, family, foundation or corporation making a contribution in proportion of the total cost of the facility. The proportional cost shall generally be less than a named or titled room and that amount shall be determined at the time of the project by the Board.

Eligibility for Corporate Naming and Name Recognition

Corporations that are compatible with the Library's mission and purpose and reflect a positive influence on the Library may be eligible for naming or name recognition for all naming opportunities except for the naming of the Library building. Such corporations must have a high ethical standard of business practice. Corporate logos will be excluded from signage and placards to avoid the appearance of commercial influence. Corporations experiencing name changes and desiring to update placards are responsible for all such costs involved.

Duration of Naming Rights and Removal of Naming or Name Recognition

Naming rights will remain in place for a period of at least 25 years, or as negotiated, and not extend beyond the normal life of the facility, whichever comes first. In the event the room or building is significantly altered in a timeframe less than 75% of the agreed upon time when the gift was made, the Ashtabula County District Library Board of Directors will roll the name forward in a similar capacity. If, as a result of changed conditions in the future, the life of the facility does not reach 25 years, naming rights will be individually determined each time. If the naming rights are not renegotiated upon expiration, the naming rights may be resold. The original plaque or other appropriate recognition of the original name and the donation will be placed in an area approved by the Board of Trustees. The Library reserves the right, at its sole discretion, to terminate naming rights without refund of consideration, prior to the scheduled termination date, should it believe it is necessary to do so to avoid the Library being brought into disrepute.

Naming opportunities do not extend beyond the useful life of the spaces or facilities within which they are located. The naming or name recognition of a Library facility, room or special use area may also end under the following circumstances:

- A building, room, or special use area is drastically altered through construction or is to be demolished.
- A building, room, or special use area changes function to the extent that the purpose for the naming or name recognition is no longer relevant.

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Note: Any donor plaques displaced as a result of the above two instances will be rededicated in an alternative location in accordance with the timeframe developed for the original gift.

- If the individual or corporation is engaged in activities that are in conflict with the Library’s mission and values, or is involved in disreputable or criminal activities that would bring dishonor and embarrassment to the Library, the library reserves the right, at its sole discretion, to terminate naming rights without refund of consideration, prior to the scheduled termination date, should it believe it is necessary to do so to avoid the Library being brought into disrepute.

Naming rights may be renewed by mutual agreement between all of the parties, otherwise they may be resold.

Naming Agreements

All agreements for naming through philanthropic gifts shall be documented in a contract between the donor and Library Board. Contracts shall detail the terms of the agreement in accordance with the terms of the naming policy and any conditions mutually agreed upon by the donor and the Library Board. (See Exhibit PS 1.94b)

In the case of pledged donations or deferred gifts, the naming agreement may take effect with the first payment. In the case of failure of the donor to uphold the agreement, the Library Board may withdraw the naming commitment. The Library Board shall notify the donor regarding the consideration to withdraw the name and provide a reasonable time to correct the deficiency. In the event of removal of the naming, funds already collected shall not be returned to the donor.

The named party after whom a building or part of a building is named shall have no rights to the purpose to which that building or part of the building is applied unless provided for in a specific contract between the parties. The Library will not agree to any conditions in a contract that could unnecessarily limit progress towards the Library’s mission, purpose and plan or its statutory and legal obligations.

Informed Consent and Transferability

The Library will not grant any naming rights without the informed consent of the named party or the named party’s legal representative. Naming rights may only be transferred to any other named party by mutual agreement between all of the named parties.

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Exhibit PS 1.94a

Naming Opportunities

Children's Library	\$450,000
Meeting Room Complex	\$375,000
Meeting Room A	\$200,000
Meeting Room B	\$200,000
Children's Story Cottage and Craft Workroom	\$35,000
Genealogy Room with Genealogy Archives	\$35,000
Performing Stage Area	\$35,000
Adult Outdoor Reading Terrace	\$30,000
Children's Outdoor Reading Terrace	\$30,000
Teen Gaming Room	\$20,000
Periodical Reading Area	\$20,000
Historical Archive	\$15,000
Study Room with Video Conferencing	\$13,000
Gallery	\$12,000
Kitchenette for Meeting Rooms and Children's Story Cottage	\$10,000
Study Room	\$10,000
Friends Café and Book Sale Area	\$10,000
Total	\$675,000

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Exhibit PS 1.94b

The Ashtabula County District Library

Gift Agreement for Naming Rights

For The *[insert name here]* Room

In recognition of the efforts being made by The Ashtabula County District Library 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 located *[insert with room description]* be named The *[insert]* and marked with an appropriate plaque. Furthermore, the donor understands and acknowledges that this gift does not provide the donor with any property rights or interests in the named space.

This Naming right will remain in place for a period of no longer than (____) years. 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.

If the individual or corporation is engaged in activities that are in conflict with the Library's mission and values, or is involved in disreputable or criminal activities that would bring dishonor and embarrassment to the Library, the library reserves the right, at its sole discretion, to terminate naming rights without refund of consideration, prior to the scheduled termination date, should it believe it is necessary to do so to avoid the Library being brought into disrepute.

The Ashtabula County District Library Board of Trustees and donors named in this agreement acknowledge this gift and the terms stated within and by the Ashtabula County District Library Public Services Policy PS2.4 Naming Rights (Attached), by the signature of their duly authorized representative on duplicate copies of this agreement.

Printed Name of Donor _____

Signature of Donor _____

Ashtabula County District Library
President, Board of Trustees _____