

# Stoughton Public Library Naming Rights Policy

Revised by the Library Board 03-20-24



## I. Purpose

- A. It is the policy of the Board of Trustees of the Stoughton Public Library (hereafter, “the Library Board”) from time to time to recognize the generosity of individuals, corporations, foundations, or other donors by choosing to create a specific naming designation for a collection, facility, or portion of a facility. Even though the Library Board is grateful for and encourages donations, the Board has the right to decline any gift to the Library or reject any naming proposal.
- B. Naming opportunities are also available to honor a person’s significant service to the Library, to the community, or to society at large.
- C. 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.

## II. Definitions

- A. “Collection, facility or portion of a facility” includes meeting rooms, reading areas, study rooms, special use areas, equipment, and any other interior or exterior spaces, as recognized by the Library Board to be named in recognition.
- B. “Significant service to the Library, to the community, or to society at large” shall mean a meaningful contribution over time to the social, academic, scholarly, research, or political life of the City of Stoughton or society at large. Those honored with such a naming may include:
  - i. Persons not directly connected with the Library who have contributed significantly to the social, academic, scholarly, research, or political life of the community
  - ii. Persons who have contributed significantly, in one way or another, to the growth and development of the Library
  - iii. An illustrious former employee or Board member
  - iv. An outstanding statesperson, educator, or scholar who may or may not be connected to the Library or the City of Stoughton

C. "Naming" also includes "renaming." (See guidelines below.)

### **III. Guidelines**

- A. 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.
- B. Appropriate contributions for such naming opportunities will be at the discretion of the Library Board. Factors considered may include: project cost, actual cost of equipment, on-going operating cost, and the nature of the specific area or item.
- 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 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. A plaque may remain in the location acknowledging the name and the donation.
- E. 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 may be continued on a recognition plaque.
- F. 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.
- G. 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.
- H. Generally the Library does not allow the naming of a collection, facility or portion of a facility after a living person.
- I. Endowment proposals for a collection may also include naming rights. Collections may be named or renamed by the Library Board to recognize a donor. Appropriate contributions for such naming opportunities shall be at the discretion of the Board. Factors to be considered include: cost

of materials, staff, on-going operating costs, and the nature of the specific program or collection involved.

- J. 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.
- K. 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.
- L. 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.

#### **IV. Recognition**

- A. 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 erected at the ceremony. All building plaques must conform to the signage that has been selected for the area in size, design, location, materials and content.

#### **V. Procedure**

- A. The President of the ~~Stoughton~~ Library Board shall charge a Library Board Committee to review and make recommendations to the full Board for naming opportunities.
- B. 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
- C. 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.
- D. 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.

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

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