



## **Naming Rights Policy**

### **Purpose**

The Lee-Whedon Memorial Library Board of Trustees considers the naming of a collection, facility or portion of a facility to be one of the highest distinctions it can bestow. The Board seeks to recognize persons and organizations who have supported the Library through substantial financial contributions or distinguished service to the Library.

Only individuals and organizations whose action and programs are compatible with the mission, policies, and goals of the Library will be given naming rights. The Board reserves the right to terminate or alter naming designations if the person(s) or entity named has engaged in activities which are in conflict with the library's mission and values, is involved in disreputable or criminal activities, or is in default of payment.

### **Definitions**

Financial Contributions include outright gifts of money, securities, in-kind donations, and endowments.

Distinguished service includes individuals or organizations that over time have had a significant impact on the library.

### **Guidelines**

Rooms, Areas, Greenspace – Naming of a room, area, or garden at the Library will be considered for major financial contributions to the Library. Naming rights will not extend beyond the normal life of the room or area. **Donors will be given first refusal to extend their naming rights.**

Expansion – Naming of an expansion to the library will be considered by the board when a prospective donor makes a substantial financial contribution to the library. Signage will be prominently displayed on the exterior of the building.

In no event will a donor be provided with any decision-making power of the library on operational or capital decisions, or in library process or activity. Naming shall not include any foul, derogatory, or discriminatory language.

### **Recognition**

The Board reserves the right to choose the wording, size, location, and style of plaques or signage. After installation, the Board will arrange a dedication ceremony. All financial contributions will be acknowledged

in writing as soon as possible upon receipt of the contribution. In the case of a memorial or honorarium, an acknowledgement will also be sent to the honoree or their family, if applicable.

Unless the donor specifies anonymity, donors may be acknowledged by any of the following means: donor wall, signage, plaques, annual reports, newsletter listings, online or print advertising. Acknowledgements will be designed at the discretion of the Board of Trustees.

### **Sponsorship and Naming Levels**

Opportunities to have a name placed within the library will be determined by project.

### **Withdrawal of Naming Rights**

Donors will lose their naming rights and have their name removed under the following circumstances:

- do not fulfill their pledge at the end of the pledge period
- are in conflict with the library's mission and values
- accused of disreputable or criminal activity

Updated Feb 2025

Approved November 2023