

Naming Rights Policy

Purpose

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

Boone County Public Library (Library) seeks to recognize persons who have supported the Library through substantial financial contributions and/or have contributed significantly to the social, academic, scholarly, research or political life of the community by naming facilities in their honor.

The Board has the sole right to name or rename collections, portions of a facility, or facilities. The Library's Director may recommend naming opportunities to the Board for consideration. 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.

While the Board is grateful for and encourages donations from all individuals, businesses and organizations, the Board has the right to decline any gift to the Library and/or reject naming proposals.

Guidelines for Naming Sponsorship

- A. Meeting rooms, reading areas, study rooms, special use areas, equipment, green spaces, walkways, other interior and exterior spaces, and facilities or a portion of a facility may be named or renamed by the Board to recognize a donor. Appropriate contributions for such naming opportunities will be at the discretion of the Board and will be determined by square footage cost, actual cost of equipment, on-going operating cost, etc., depending on the specific area or item.
- B. Endowment proposals such as those for a collection or program may also include naming rights. Collections or programs may be named or renamed by the Board to recognize a donor. Appropriate contributions for such naming opportunities will be at the discretion of the Board and will be determined by cost of materials, staff, on-going operating costs, etc. depending on the specific program or collection.
- C. The Board may name or rename library buildings. The Board will review, consider and approve or decline a proposal that a library building bear a designated name only when a prospective donor wishes to make a substantial gift to the Library.
- D. For contributions toward an existing building, a substantial gift is defined as at least 25 percent of the current assessed value of the facility or a number agreed upon by the Board.

- E. For contributions toward new construction or significant renovation of an existing building, a substantial gift is defined as at least 25 percent of the total project cost or a number agreed upon by the Board.
- F. Sponsorship and Naming Levels for Specific Areas:
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| A. Study Room | \$15,000 |
| B. Conference Room | \$20,000 |
| C. Computer Area | \$75,000 |
| D. Young Teen Area | \$75,000 |
| E. Teen Area | \$100,000 |
| F. Large Meeting Room | \$200,000 |
| G. Makerspace | \$200,000 |
| H. Children's Area | \$400,000 |
| I. Other areas will be determined by the Board according to the amount of donation. | |
- G. The name of the neighborhood in which the library building resides will be included in a facility's name unless otherwise agreed upon by the Board. In these instances, the geographical name should come first. The geographical name should give those residing in the surrounding communities and service area of the library a clear indication of the general area where the library is located. Collections, programs, services, interior and exterior spaces or other defined areas within library buildings may be named in honor of those who have made a significant gift or given extraordinary service to the Library.
- H. The Board reserves the right to terminate or alter a naming designation under unusual or extraordinary circumstances.
- I. If an individual or organization, after which a collection, program, portion of a facility, or facility 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.
- J. If a distinctively named library facility is relocated, substantially remodeled, or converted to use other than its original use, the facility 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.
- K. Naming rights will not extend beyond the normal life of the collection, program, portion of a facility, or facility. Generally, naming rights for benefactors would be granted when there is a minimum commitment of five years. 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. In the event the collection, program, portion of a facility, or facility is significantly altered in a timeframe less than 50% of the agreed upon time when the gift was made, the Board will roll the name forward in a similar capacity.

Guidelines for Nonmonetary Contributions

Naming a collection, program, portion of a facility, or facility to honor individuals who have contributed significantly to the social, academic, scholarly, research or political life of the community rather than a donor is permitted. Generally the Library does not allow the naming of a collection, program, or portion of a facility after a living person. Those honored with such a naming might be:

- A. Persons not directly connected with the Library who have contributed significantly to the social, academic, scholarly, research, or political life of the community;
- B. Persons who have contributed significantly, in one way or another, to the growth and development of the Library;
- C. An illustrious former employee, board member; or
- D. An outstanding states-person, educator or scholar who may or may not be connected to the Library or the County of Boone.

Request Procedure

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:

- A. 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.
- B. Any request to rename, add, or remove a name should include documentation pertaining to the original approval and subsequent name change proposal.
- C. No publicity shall be given the recommendation for naming until it is approved by the Board.

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.