



Naming Rights

Operational

Purpose

The purpose of this policy is to:

- Establish protocols focused on entering into Naming Right Agreements
- Provide guidelines that facilitate and support naming opportunities
- Ensure the Library's reputation, mission, vision and principles are considered when pursuing and agreeing to naming opportunities.

Policy

Background

The Library currently has a Donations and Sponsorship Policy that outlines criteria for establishing and accepting donations and sponsorships. While naming rights are often a form of a sponsorship, there may be additional considerations that need to be investigated. These additional considerations include geographic locations, recognizing significant contributions of individuals, and that the involvement of City of Brantford staff and council. Many elements of the Donations and Sponsorships policy are, however, included in the Naming Rights Policy.

Principles

The Brantford Public Library recognizes that offering Naming Rights to individuals and organizations provides an opportunity to enhance and promote Library services and recognize individuals or groups that have made substantial contributions to the Library or community as a whole.

Naming rights may be granted to:

- Physical assets, including entire buildings and spaces inside and outside of buildings, fixtures, including benches, shelving, etc.
- Collections and technology
- Appointments and positions (such as a Writer in Residence)
- Services
- Programs

The Library's mission, vision and principles will be considered when reviewing and pursuing naming opportunities.

Brantford Public Library is a registered charity and follows the rules and regulations of the Canada Revenue Agency.

All funds or grants obtained from orders of government are exempt from this policy.

Since Library buildings are city-owned facilities and the City has a separate naming policy, the Library will consult with City of Brantford staff for naming opportunities that involve buildings and significant fixtures inside or attached to those buildings.

Naming Rights Considerations, Criteria and Approvals

A Naming Rights Agreement will be drafted for each opportunity that outlines the terms of the naming agreement. This includes the length of the naming period.

No Naming Rights Agreement will extend beyond 25-years.

Only Library management or a designate appointed by the CEO/Chief Librarian may create Naming Rights Agreements.

The Board is responsible for reviewing and approving all Naming Rights Agreements.

Naming Rights Agreements will not be recognized until they are signed by the Library's CEO/Chief Librarian and Library Board Chair, along with the donor or the individual being recognized, or the individual's next of kin.

A competitive process is not required when soliciting opportunities for Naming Rights.

The Library will not enter into a Naming Rights Agreement from any corporation or organization that has a claim, or has instituted a legal proceeding against the Brantford Public Library Board or the Corporation of the City of Brantford, or against whom either the Board or the corporation has a claim or instituted legal proceeding.

No library employee will benefit from a donation or sponsorship beyond what is outlined in the Library's Employee Code of Conduct.

Naming Right Agreements must not interfere with existing contractual obligations.

Special consideration will be given when naming rights involve corporate names to avoid the appearance of commercial influence.

Naming Rights are meant to enhance and not replace municipal, provincial and/or federal funding.

A naming commitment between the Library and an organization and/or individual must not cause increased or unplanned operating costs to the Library. In the possible case where a naming opportunity could enhance current operations and the cost is judged to contribute to increased efficiency, an exception may be considered upon review of the Library Board.

Managing Naming Rights Agreements should not require disproportionate administrative resources.

Consideration of the Library's Mission, Vision and Principles will always be considered when presented with a naming opportunity.

Individuals may be recognized for non-financial contributions, including, but not limited to, significant contributions to the Library or the community.

The Library will not relinquish any aspect of management or control of an asset, facility, program or services upon entering into a Naming Rights Agreement with an individual or organization.

Recognition and Termination

Naming Rights Agreements will outline the mutual benefits of the relationship, the length of time the agreement lasts and any constraints. Naming Rights Agreements will also clearly define the recognition received.

Recognition of Naming privileges will be outlined in Naming Rights Agreement document.

When naming after a person or persons, written approval must be given by the individual being honored or the next of kin or designated legal authority.

Naming of a building, space or object must not cause any potential confusion to the geographic location of the named item.

To the extent that legislation and policy permits, the wishes of the Naming Rights partner regarding confidentiality will be respected.

The Library will oversee the creation and placement of any materials recognizing the donation.

Corporate logos are not permitted and will not be incorporated into signage or plaques associated with donor recognition for naming purposes.

The individual or organization that enters into a Naming Rights Agreement with the Library has the right to promote their involvement with the Library according to the terms and duration of the Naming Rights Agreement and subject to the provisions of this policy. The Library must, however, approve all materials used by the sponsor that mention the Library's name and/or uses images of the Library and/or the Library logo.

Donor recognition costs will vary, depending on the amount of the gift. Recognition could range from an event, signage or thank you gifts that acknowledge the contribution.

A gift of 10,000-250,000 will have a maximum allocation of 3% for recognition. A gift of \$500,000-1,000,000 will have a maximum allocation of 2.5%. A gift of \$1-million or more will have a maximum allocation for recognition of no greater than 2% of the gift.

The Library reserves the right to terminate a naming commitment. The Naming Rights Agreement will be terminated if the donor becomes the subject of any instances that could

cause the library embarrassment, negatively impact the positive perception of the Library in the community or contradicts the Library's Mission, Vision and Principles. A Naming Rights Agreement can also be terminated if the donor defaults on an outlined pledge schedule or if there is a change in ownership or name (or both) of an organization that Library has signed a Naming Rights Agreement with.

The termination of a naming commitment and a Naming Rights Agreement must be approved by the Library Board.

History

Supersedes: Not applicable

Background documents, related policies: Privacy Policy, Internet Access Policy, Rules of Conduct, Ontario Public Libraries Act R.S.O. 1990 Chapter P.44, Municipal Freedom of Information and Protection of Privacy Act, 1990

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