

# Stillwater

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## Public Library

**Policy Title:** Naming Rights and Donor Recognition Policy  
**Date adopted:** 10/08/2024  
**Date amended:**  
**Date last reviewed:**

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### **Purpose**

The Stillwater Public Library Board of Trustees (the “Board”) considers the naming of a room or space in honor or memory of a living or deceased individual, business, or organization to be one of the highest distinctions it can bestow. This policy is established to provide guidance in approving naming or recognition of all Stillwater Public Library (the “Library”) owned or controlled property.

### **Donor Recognition Versus Naming Rights**

Donations made for equipping or furnishing a library area, excluding costs related to building or renovating the space, may be recognized with an appropriate plaque or other means. This shall not constitute the naming of the space. Naming rights opportunities are considered for long-term enhancements that require a substantial investment to make possible.

### **Principles**

1. **Discretion of the Board:** The Board retains sole and absolute discretion regarding naming rights.
2. **Written Agreement Required:** A written naming rights agreement is mandatory for all naming rights opportunities.
3. **Conflicts of Interest:** All members of the Board and all employees of the Library must disclose or report situations that create an actual, potential, or apparent conflict of interest. After disclosure of the financial interest and all material facts, and after any discussion with the interested person, he/she shall leave the Board meeting while the determination of a conflict of interest is discussed and voted upon.
4. **Alignment with Mission and Values:** The Library’s mission, vision, and values will be considered when reviewing and pursuing naming rights or donor recognition opportunities.
5. **Preservation of Library’s Name:** The Library’s name cannot be altered as part of any naming opportunity.
6. **Financial Contribution Requirement:** Naming rights will only be granted in conjunction with an approved corresponding financial contribution.
7. **Fulfillment of Financial Commitment:** Naming shall only occur after the donor has honored the financial commitment in full. Naming rights based on future pledges are not permitted unless specified otherwise in an approved naming rights agreement.
8. **Right to Decline or Alter:** While the Board appreciates and encourages donations from all individuals, businesses, and organizations, it reserves the right to decline any gift and/or reject naming and recognition proposals. The Board may also terminate or alter a naming designation if it is deemed in the best interests of the Library.
9. **Duration of Donor Recognition:** Donor recognition will be maintained for the life of the

equipment, furnishing, or collection material. If the equipment, furnishing, or collection material is updated or retired, the recognition will be withdrawn. The Board or Library Director may approve donor recognition opportunities.

### **Naming Rights Process**

Before initiating any capital campaign for a substantial project involving significant renovation or construction, the Library Director, in conjunction with the Stillwater Public Library Foundation's (the "Foundation") Executive Director, must develop a naming rights opportunity plan. This plan must be implemented as approved by the Stillwater Public Library Board of Trustees. The following criteria shall apply in the development of naming rights opportunity plans and related naming rights agreements.

#### **A. Campaign Goal Development**

Naming rights opportunity plans shall establish an aggregate campaign goal and include a list of potential naming opportunities along with corresponding donor levels. Factors to be considered in the development of this goal may include, but are not limited to, capital costs, annual operating and maintenance costs, and the desirability and marketability of the opportunity. Each campaign goal shall be developed on a case-by-case basis.

#### **B. Agreement Specifications**

Naming rights agreements shall include the following: what is being named, proposed naming language, placement and visibility of the proposed naming language, use of the naming language in Library communications (e.g., newsletters, program promotions, etc.), gift amount, payment schedule, duration of naming rights, and the basis and process for changing or terminating naming rights. The naming rights agreement will specify if a donor wishes to remain anonymous.

#### **C. Review Process**

Naming rights agreements shall include a review process to ensure that a proposed gift complies with this and any related policy or process. This review shall assess whether the donor's behavior or values align with the mission of the Library or Foundation and consider any other relevant factors. The composition of the review panel shall be proposed in the plan. Final naming of Library property shall be subject to the Board's approval.

#### **D. Competitive Process**

A competitive process is not required when soliciting opportunities for naming rights.

#### **E. Existing Obligations**

Naming rights agreements must not interfere with existing obligations.

#### **F. Corporate Logos**

Corporate logos are not permitted and will not be incorporated into signage or plaques.

#### **G. Corporate Names**

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

**H. Operating Costs**

A naming rights agreement must not result in increased or unplanned operating costs for the Library.

**I. Administrative Resources**

Managing naming rights agreements should not require disproportionate administrative resources.

**J. Termination of Agreements**

The Board reserves the right to terminate a naming rights agreement. Termination may occur if the donor's behavior or values harm or contradict the mission of the Library or Foundation, if the donor defaults on the pledge schedule, or if there is a change in ownership or name (or both) of the donor organization. The termination of a naming rights agreement must be approved by the Library Board.

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*The most current policy supersedes any and all previous policies issued relative to this subject.*