



NAMING RIGHTS POLICY

Policy # 9001

Effective Date: 9-3-25

I. POLICY STATEMENT.

The purpose of this Naming Rights Policy is for the Sonoma County Library ("Library") to define acknowledgement for individuals or institutions who have supported the Library with qualifying financial contributions in response to Commission-approved naming opportunities. Donor Recognition, with either inscriptions on a wall, with a plaque, or name plate are for aspects of the collection, furniture, fixtures, and equipment inside a Library facility. The size and configuration of these acknowledgements are prescribed in the Recognition Standards Policy.

II. DEFINITIONS.

The following definitions shall apply to this Policy, unless the use and context clearly indicates otherwise.

- A. "Room" means a room in a building may include enclosed rooms, or designated areas such as a story-time corner, or interior wall.
- B. "Collection" means a groups of books, media, and other information items.
- C. "Furnishings and equipment" means furniture, computers, and similar articles that are not a fixed part of the building and have a short life span.
- D. "Financial contributions" means contributions that can be made with outright gifts of money, securities, bequests, and endowments.
- E. "Donor Recognition" means a designated plaque or name plate that is prescribed according to gift size in the Recognition Standards Policy, and which may include a wall inscription, plaque, name plate or consolidated donor display, attached to a wall, a piece of furniture, or similar item.
- F. "Director" means the Library Director of the Sonoma County Public Library, or designee.
- G. "Policy" means this Naming Rights Policy approved by the Sonoma County Library Commission, and as may be amended from time to time.
- H. "Commission" means the Sonoma County Library Commission, acting in its official capacity.

III. POLICY.

- A. **Scope.** This Policy shall apply to internal features, which may include naming rooms in a building, furnishings and equipment, or library collections. Other items, including for exterior features, may be recommended for naming in keeping with prevailing policies of the lease arrangement after consultation with the Library Director and Library Commission.

B. Policy Standards

Guidelines for Recognition of Financial Contributions

While the Library is grateful for and encourages donations from all individuals or institutions, the Library has the right to decline any gift to the Library and/or reject naming proposals. The Library reserves the right to terminate or alter a naming designation under unusual or extraordinary circumstances.

There are primarily three situations in which financial contributions are acknowledged: renovations of existing facilities; new construction; and general operating support.

Gifts in support of renovations or new construction are acknowledged in keeping with the specifications prescribed in the Recognition Standards Policy. When a major building project is to be undertaken, a tailored naming policy will be proposed for naming features in that project, including furnishings, equipment, and library collections, in keeping with the Recognition Standards Policy.

Gifts in support of general operating are acknowledged consistent with the level of the gift as prescribed in the Donor Recognition Standards.

Proposals for naming should be submitted to the Library Director and should contain specific information in support thereof, including any guidelines on how the donated funds are to be used to support the named room or area. If endorsed by the Director, the proposal will be forwarded to the Commission for approval.

All documents must be finalized before the Library issues final approval for a naming opportunity. No publicity shall be initiated until a contract is in place.

Naming rights will not extend beyond the normal life of the space, or for 30 years.

C. Regulations

i) General

- A. A naming opportunity must be consistent with the Library's mission and goals.
- B. The Sonoma County Library Foundation and the Friends groups of the Sonoma County Library system may make multiple financial contributions that merit recognition.
- C. The naming of a room in a building, furnishings and equipment, library collections, or by way of a designated plaque or name plate shall be finalized only after the financial commitment by the individual or corporation has been honored in full and not on the basis of a pledge for future funds.
- D. Upon approval of the Director, a Naming Rights Opportunity Letter of Agreement must be completed and signed by the acknowledged donor. In the case of an estate gift, the letter would be signed by the estate trustee or executor.

ii) Indexation

At the discretion of the Library Director, the levels of financial contributions cited below will be adjusted to reflect changes in economic conditions, using the appropriate price indexing from the Federal Bureau of Statistics.

D. Gift Recognition Replacement–Special Considerations

A request to rename a room in a building, furnishings and equipment, library collections, or by way of a designated plaque or name plate shall conform to the following principles:

- i) Any request to rename, add, or remove a name from a room within the Library should include documentation pertaining to the original approval and subsequent name change proposal. In the event that donor names must be removed for new construction, or in the event the Library is damaged and is rebuilt to be used for its original purpose, recognition shall be replaced per the original agreement.
- ii) In the event a building is drastically altered through construction, the Director shall reserve the right to add/alter gift recognition, including the room's naming. Any donor plaques displaced as a result of this will be rededicated in an alternative location in accordance with the timeframe developed for the original gift.
- iii) When a named room 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 or honorees shall be included in, or adjacent to, new, renovated or redeveloped facilities.

E. Administrative Procedures

i) Request Procedures

- A) Proposals for naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or name plate may be submitted at any time during the year to the Director for review.
- B) A proposal should include:
 - (a) Applicant Name
 - (b) Contact Information including address, telephone and email address
 - (c) Naming opportunity of interest
 - (d) Statement of the amount and method of the financial contribution to the Library
 - (e) Justification compliant with the criteria and objectives outlined in this policy
- C) An official letter of response will be sent acknowledging the proposal and outlining the steps necessary to proceed with the naming process or declining the proposal and stating the reason for this action.
- D) The Director will present to the Commission the naming proposal with appropriate documentation.

ii) Guidelines for recognition of gift levels for cash contributions

Naming opportunities related to contributions are available in levels of acknowledgement: gifts from \$50,000 to \$400,000 with a wall inscription or various sizes of plaques as prescribed in the Recognition Standards Policy; gifts from \$49,999 and below are acknowledged with name plates.

Generally, funding level and acknowledgement relate to the following areas, in conformance with the Recognition Standards Policy, and with latitude for interpretation by the Director:

- Distinguishing aspects of the facility, such as entry foyers, reading rooms, and the children's areas, where the acknowledgment would be in the form of a 20x15-inch plaque or a wall inscription (\$400,000);

- Prominent aspects of the facility, including spaces such as large meeting rooms, where the acknowledgement would be with a 16x12-inch plaque (\$300,000);
- Spaces such as smaller meeting rooms, offices, and where the acknowledgement would be a 10x7.5-inch plaque (\$200,000);
- Equipment such as computer kiosks, where the acknowledgement would be with an 8x6-inch plaque (\$100,000);
- Components of the collection, where the acknowledgement would be with a 6x4.5-inch plaque (\$50,000);
- Other areas according to the amount of the donation below \$50,000 will be acknowledged with a metal name plate.

F. **Library Director Authority.** The Library Director, or designee, is expressly authorized to make minor amendments to this Policy, including, but not limited to, imposing additional policies or procedures that are deemed necessary for the efficient and safe functioning of the Library, so long as in line with the purpose of this Policy.

IV. APPLICABLE LAW AND REGULATIONS.

None

V. REVISION HISTORY.

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Significant Changes: Policy rewrite, new template.

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