

# Slinger Community Library

## Naming Rights Policy

### **I. Introduction**

The Slinger Library Board seeks to recognize persons or organizations that have supported the Slinger Community Library through substantial financial contributions. This recognition can take the form of naming opportunities for Library facilities. These facilities may include but are not limited to the building itself, individual rooms or purpose-specific areas in the building, furnishings and equipment, library collections, exterior site features, or a designated plaque or nameplate. The Library Board considers the granting of naming rights to be one of the highest distinctions it can bestow. The purpose of this policy is to establish guidelines which will ensure that consistent, transparent, and coherent practices are used when considering this level of recognition. Please refer to the Gift and Donation Policy for monetary donations under \$500 and donations regarding collection development items.

### **II. Naming Guidelines**

**A.** Naming and preferred contribution levels will be determined by the Library Board, who may work with a consultant or financial advisor to confirm appropriate amounts. Those who wish to contribute need to contact the Library Director and/or Library Board President and will submit a proposal for consideration.

**B.** While the Library Board is grateful for and encourages donations, the Board reserves the right to decline any gift to the Library or reject any naming proposal.

**C.** Naming rights will be documented in a Donor Agreement, subject to acceptance of the donor's gift and approval of such naming by the Library Board. This agreement will include the subject facility, donation amount, length of time that the naming will be in effect, and any other terms that have been negotiated.

**D.** Naming rights will not extend beyond the useful life of the subject facility, which is normally considered to be 25 years. This term can be modified by the Library Board as needed, for example in the case of a newly constructed library. An acknowledgement plaque may remain in the location to continue to recognize the donor's gift.

**E.** The Library Board reserves the right to terminate or alter a naming designation under unusual circumstances, for example if the party so honored comes into disrepute or if pledged funding is not provided as scheduled.

**F.** When a named facility has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated facility may be renamed in recognition of a new donor or honoree. Appropriate recognition of earlier donors shall be included in or

adjacent to the new or renovated facility.

**G.** For special projects, such as a capital campaign or fundraising campaign, a list of approved naming rights will be separately approved by the board for dissemination and will supersede the need for individual proposal considerations previously mentioned in this policy and will follow the campaign guidelines.

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