

The purpose of this document is to establish guidelines for the implementation of naming rights and name recognition opportunities to support the development of the new Upper Dublin Public Library (UDPL), a department of Upper Dublin Township (UDT), at 520 Virginia Drive, Fort Washington.

These guidelines are intended to structure and define gift giving to the new UDPL, ensuring equitable, consistent opportunities as well as a standard of stewardship. The UDT Board of Commissioners is responsible for establishing policies related to naming rights and recognition at UDT facilities and may modify such policies from time to time, or as individual circumstances require.

Naming/Specific Recognition Guidelines

Naming opportunities may recognize an individual, family, organization, foundation or corporation. The UDPL Board and Library Director shall be responsible for defining a list of giving levels assigned to specific naming or name recognition opportunities. The Director of the UDPL may recommend additional naming/recognition opportunities at any time for majority approval from the UDPL Board of Directors.

The building nor the Library name is available for naming.

Naming is not available for in-kind gifts.

All naming proposals must be reviewed by and approved in writing by the UDPL Board. The UDPL Board with the Library Director is responsible for ensuring that recognition is carried out in compliance with any written agreements.

Naming recognition opportunities shall be fulfilled only after the financial commitment by the individual or entity has been honored in full and not on the basis of a pledge for future funds.

The wishes of donors who prefer to remain anonymous will be honored.

Types of Specific Recognition

Gifts, at any level, will be accepted. Gifts at \$500 and above will be recognized on a general donor wall or plaque displayed in a prominent location in the building.

Some areas or units of the Library have been identified for specific naming or name recognition opportunities.

Naming refers to titling a unit of the new Library (e.g. "Jane Smith Children's Library) with the name of the donor or honoree. The name shall be used in signage as well as references to the individual or entity in publicity materials and other library documents. Alternatively, at the donor's request, the name will remain the same but include explicit recognition of the donor (e.g. "This Children's Library is made possible through the generous support of Jane Smith.")

Name Recognition acknowledges special philanthropic contributions that shall be honored with a plaque in a specifically-identified area or unit of the Library. (e.g. "This Computer Lab provided through the generous support of Dell Computers.").

Requests for words of recognition other than those recognizing the name of an individual, family foundation, organization or corporation may be considered, subject to review and approval of the UDPL Board and/or Library Director.

Plaques, signage and other recognition vehicles will be placed in appropriate locations and will be consistent with the UDPL's image and design requirements. An entity's logo, website or other advertising element shall not be permitted in the recognition.

Duration of Naming Rights

Naming rights will remain in place for ten (10) years with the following exceptions: 1) the named unit is substantially renovated, expanded or designated for another use, 2) a named business, organization or entity changes its name and/or focus of operations or ceases operations, or 3) the building or named unit is sold, destroyed, removed or abandoned.

Qualifications and Exclusions

There shall be a due diligence review of each naming proposal to carefully consider the overall benefit of such naming to the UDPL, including whether the name is and will continue to be a positive reflection on the Library and Township. UDT reserves the right to accept or reject any naming proposal based on this review.

Unless waived by Upper Dublin Township, Library units shall not be named for 1) individuals currently employed by the Library, Upper Dublin Township, or the State of Pennsylvania; 2) political candidates, organizations or elected officials; or, 3) religious leaders, organizations or institutions.

In order to avoid any appearance of commercial influence or conflict of interest, or any other potentially adverse consequences, additional due diligence shall be undertaken before recommending the naming opportunities that include a commercial enterprise. Naming opportunities may be assigned that include a commercial enterprise only if the proposed name is appropriate to the public setting of the Library and will not detract from the Library's use or the Library's reputation as a public entity.

UDT reserves the right to decline donations by individuals, groups, or organizations whose views or public statements are contrary to the mission and/or the best interests of the UDPL. Likewise, UDT reserves the right to remove a naming opportunity if an individual or entity for which a naming commitment has been made acts in a way that is contrary to the mission and/or best interests of the UDPL. Any authorized naming shall only be revoked by a majority vote of the UDT Board of Commissioners.

UDT Board of Commissioners, President

UDT Manager

UDPL Board, President

UDPL Director