

Waukesha Public Library

Naming Rights and Commemorations Policy

I. Purpose

The Waukesha Public Library considers and promotes commemorative philanthropic naming of specific areas, rooms, and items within the Library facility. The Library seeks to recognize persons who have supported the Library's mission through significant financial contributions or other supportive actions by naming areas in their honor. The Naming Rights and Commemorations Policy provides guidelines to recognize individuals, corporations, service groups, or foundations and facilitates the strengthening of strong relationships between the Library and its supporters.

Please note that the following guidelines and fee structures are suggestions. The Library Board of Trustees may entertain alternate proposals made by an applicant. Not all opportunities are listed below, so applicants are encouraged to propose alternate sponsorships ideas as well.

II. Guidelines for Naming

- (A) The Library Board of Trustees must approve all recommended names.
- (B) Gifts of money, real estate, and/or stock will be accepted if conditions attached to the gift are acceptable to the Library Board of Trustees.
- (C) The individual, corporation, service group, or foundation being recognized must have been responsible for a major development in improving the quality of library service either through a financial contribution to the Waukesha Public Library or through specific, identifiable actions in support of library service over a sustained period of years that merits recognition.
- (D) The Library Board of Trustees shall retain the right to manage or control all named facilities.
- (E) The naming of portions of the Library is considered permanent. The designated name will not change except under extraordinary circumstances. Any proposed name change must be formally submitted in writing to the Library Board and approved by the Library Board in consultation with the donor(s) or their designee(s).
- (F) The Trustees shall bear the expense of and determine the propriety of the named recognition display, which shall conform to the architectural standards approved by the Trustees. No product logos or commercial signatures shall be included in the design of the named recognition display. Should the name of the recognized individual or entity change during the duration of the recognition, the Library shall not bear the expense of altering the recognition display to reflect the name change.

- (G) In conjunction with the construction and renovation of library facilities or the purchase of major assets, the Trustees may approve a private fundraising plan designating the portion(s) of the facilities or asset suitable for named recognition and the amount of financial contribution required for naming.
- (G) In the event of a substantial building renovation, remodeling, expansion, or redesign, the Library Board reserves the right to demolish, retrofit, add to or maintain the named area(s) as the Board's property and programmatic needs evolve. However, the Library Director, on behalf of the Library Board of Trustees, shall contact the donor(s) or their designee(s) to determine if the donor(s) / designee(s) would allow the Library Board of Trustees to consider their naming rights to be used in a similar capacity within the Library.
- (H) The Trustees reserve the right to revoke a prior grant of named recognition whenever compelling reasons or circumstances justify such action.
- (H) No permanent signage will be put into place until 100% of the funds are received by the Library and all pledges must be paid within five years from the initial pledge.

III. Request Procedure

- (A) All requests for naming shall be submitted in writing to the Library Director through the Donor Naming Memorandum of Understanding .
- (B) The Library Director will review and recommend naming opportunities to the Library Board.
- (C) The Library Board will vote to approve or deny recommendations.
- (D) No publicity shall be given to the recommendation for naming until it is approved by the Board.