

**IMAGINEIF LIBRARIES
POLICY 1005: NAMING RIGHTS**

The ImagineIF Library Board of Trustees shall have sole responsibility for naming or renaming library facilities and/or subunits of facilities.

Generally, facility subunits shall be named according to ImagineIF branding guidelines and professional best practices in libraries. However, ImagineIF Libraries also offers naming rights for facility subunits when the Library wishes to recognize substantial financial contributions to support library facilities. With regards to contributions from corporations, ImagineIF Libraries adheres to Flathead County's Advertising Policy. Moreover, as to contributions from corporations, in the event of a conflict between Policy 1005: Naming Rights and Flathead County's Advertising Policy, the Advertising Policy controls.

Naming opportunities may be offered to individuals, families, foundations, organizations or corporations to recognize financial support for library facilities and sub-units of library facilities. These opportunities will be administered by the ImagineIF Library Foundation, in collaboration with Library staff. All such naming opportunities must be approved by the Library Board of Trustees and administered in compliance with guidelines and procedures developed by the Library Director (Addendum A).

Naming rights may not be offered into perpetuity. The duration of naming rights will be outlined in the guidelines and procedures.

The Library Board authorizes the Library Foundation and Library staff to carry out such a program for recognition of major donors, as approved by the Board, with the clear understanding that the standards and guidelines of the program will be administered unitarily and equally at all times. The Board shall have thirty (30) days to modify a commitment.

Adopted: 3/27/2019

Michael Morton, Chair
Library Board of Trustees

Addendum A

The purpose of this addendum is to establish guidelines for the implementation of naming rights and name recognition opportunities for ImagineIF Libraries and the ImagineIF Library Foundation.

ImagineIF Libraries allows for naming rights and name recognition opportunities when there is a strong community desire for a specific name for a facility or when the Library Board desires to honor an individual, foundation or corporation in recognition of substantial funding to support library facilities, in accordance with the guidelines outlined below.

These guidelines are intended to provide structure and baseline definitions for the Library, which in turn will help ensure equitable, consistent opportunities and a standard of stewardship for gifts received from donors.

Definitions

1. Financial contributions include outright gifts of money, securities, real estate, personal property, in-kind donations and endowments.
2. Naming refers to titling ImagineIF areas inside or outside library buildings, including special use areas, meeting rooms, study rooms and designated outdoor areas.
3. Name Recognition acknowledges philanthropic contributions to support vehicles or self-service structures used in the direct delivery of Library services, technology enhancements, fixtures, furnishings and equipment, or general contributions to a library or Foundation campaign.
4. A subunit of a facility may include special use areas (i.e., Children's, Teens, reading areas, Technology Centers, Business Services; studios); meeting and study rooms; and designated outdoor areas.
5. Library vehicles may include vehicles used in the direct delivery of Library services.
6. Self-service structures may include kiosks, vending machines and/or structures, download centers or other structures used in the direct delivery of Library services.
7. Technology enhancements may include computers, printers, software, laptops, eReaders, tablets or other emerging technologies available for patron use.
8. Furnishings and fixtures may include fixed amenities, such as fireplaces and art walls, as well as shelving, furniture, display walls, and similar articles that are not a fixed part of the building.

Responsibilities

The Library Board of Trustees is responsible for establishing policies related to naming rights and recognition and may modify such policies from time to time, or as individual circumstances require.

The Library Director is responsible for developing guidelines to govern the management of naming rights and recognition for ImagineIF Libraries, in compliance with Board policies.

The ImagineIF Library Foundation and/or ImagineIF Libraries staff must immediately inform the Library Director of any offer of a gift or pledge pursuant to these guidelines. Select members of ImagineIF's Library Leadership Team and staff may support the ImagineIF Library Foundation in its efforts to solicit donors, obtain appropriate approvals and develop formal naming rights and name recognition agreements with potential donors. The ImagineIF Library Foundation has sole responsibility for accepting and disbursing financial contributions related to naming and name recognition opportunities and for administering naming rights agreements.

All naming proposals related to Library buildings or subunits of facilities must be approved by the Library Board of Trustees and the Library Director before commitments are made to any prospective donor.

All name recognition proposals must be approved by the Library Director and Library Leadership Team prior to discussing the proposal with the potential donor.

Timing and Scope

These guidelines are effective as of the date of approval by the Library Director and the Board and will supersede all prior guidelines relating to this matter.

General Guidelines

- All solicitations for naming rights and opportunities must be coordinated through the ImagineIF Library Foundation. Cash and in-kind contributions may qualify for tax deductions through the Foundation's 501(c)(3) status. Tax receipts are not issued for funds, products or in-kind services made directly to the Library.
- When a proposal involves the use of the name of a deceased person, approval is contingent on the agreement of that person's next of kin. In the event the deceased person made a bequest in his or her will, the Library Director and Board will obtain approval from the decedent's personal representative in compliance with the will's directives.
- The naming of any subunit of a facility shall be finalized (and naming recognition opportunities shall be fulfilled) only after the financial commitment by the individual or organization has been honored in full and not on the basis of a pledge for future funds.
- Plaques, signage and other recognition vehicles will be placed in appropriate locations and will be consistent with the Library's image and design requirements.
- A person's or organization's name may not be used on multiple library subunits.
- Named facilities or subunits of facilities in existence at the time of the adoption of these guidelines shall retain their name, subject to restrictions in these guidelines and in any gift agreements related to prior naming action.
- At the discretion of the Library Board, levels of financial contributions outlined below may be adjusted to reflect changes in economic conditions or area norms.

Naming Opportunities

Philanthropic Naming

ImagineIF Libraries seeks private funds to enhance the Library's ability to meet the needs of its community. A naming opportunity can be offered to an individual, family, organization, foundation or corporation in recognition of a substantial financial or in-kind contribution to the Library.

Contribution Levels for Philanthropic Naming and Name Recognition Opportunities

Contribution levels for naming and naming recognition opportunities are established based on library need, industry standards and area norms. They may be reviewed and updated periodically to reflect changing conditions.

Subunits of Library facilities:

- A major benefactor who donates a substantial sum toward designated areas inside or outside library buildings, including special use areas, meeting rooms, study rooms and designated outdoor areas. Giving levels will be determined at the time of related fund raising drives, but generally will not be less than \$5,000.

Name Recognition Opportunities:

- A major benefactor who donates a substantial sum toward the purchase or operation of other library assets or toward the completion of a specific fund raising campaign. Giving levels will be established and provided at the time of the related fund raising drive.

Naming Formats

Naming formats will be defined in the official naming agreement, based on criteria listed below.

Subunits of Facilities

- Donors will have the choice of (a) honoring a leading community figure, or (b) requesting that either they or another individual or entity of their choice be recognized.
- The name of the donor or honoree may be included in the name of the subunit (e.g. "Jane Smith Meeting Room") and shall be used in signage as well as references to the area 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. "Community Meeting Room, made possible through the generous support of The Smith Family.")
- Donors who wish to remain anonymous or decline a naming opportunity or recognition signage may be offered a recognition plaque for their home or office, if desired.

Naming Recognition

- The name of the donor or honoree will be recognized with the following language "This computer provided through the generous support of Company XYZ." Recognition will be rendered via conspicuously placed plaques, or placement on a donor wall or walk.

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 Library Board of Trustees and/or Library Director.

Duration of Naming Rights

The duration of naming rights will be determined at the time of the donation and spelled out in a formal agreement based on the criteria defined below.

- For subunits of library facilities, naming rights will remain in place for twenty years.
- For all naming recognition opportunities, recognition will remain in place for the earlier of 5 years or the useful life of the item, with the option to renew at replacement or end-of-term.

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 Library, including whether the name is and will continue to be a positive reflection on the Library. The Library Board of Directors reserve the right to accept or reject any naming proposal based on this review.
- Unless waived by the Library Board of Directors, subunits of a library facility shall not be named for 1) individuals currently employed by the Library, Flathead County, or the State of Montana; 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.
- Naming recognition is provided to individuals, families and entities that exemplify the attributes of integrity and civic leadership. If an individual or entity for which a naming commitment has been made violates these standards, the Library may elect to remove the individual, family, or entities name from the naming opportunity. Before taking such action, the Library shall undertake due diligence, including consultation with counsel, as to any legal ramifications that the Library may have under any pre-existing agreement(s) related to naming opportunities or in regard to any other matter that may have a legal bearing upon a proposed change in name. Any naming authorized by the Library Board can only be revoked by a vote of that body.
- Naming agreements may be also modified in the event that: 1) the named facility or subunit of a facility is substantially renovated, expanded or designated for another use; 2) the named facility or subunit of a facility is sold, destroyed, removed or abandoned; 3) a named business, organization or entity changes its name and/or focus of operations, or ceases operation.