

## **Guilderland Public Library Naming Rights Policy**

### **Purpose:**

The Guilderland Public Library (GPL) seeks to recognize persons who have supported the Library through substantial financial contributions. The Library provides naming opportunities in recognition of individuals and corporations for outstanding services towards the development of the library system and for significant financial contributions. These naming opportunities, with necessary Board of Trustee (hereinafter “Board”) approval, may include but are not limited to naming rooms in the building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate.

A proposal for naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate in honor of a member of the community will also be considered when that person has given distinguished service to the Library that merits recognition in the Library’s history.

Only individuals and organizations whose action and or programs are compatible with the mission, policies, goals and values of GPL will be considered in naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate.

### **General Definitions:**

The Naming Rights Policy includes internal features, which may be naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate. Other items may be recommended for naming after consultation with the Library Director and Board.

### **Definitions:**

1. A *room* in the building may include an enclosed room, designated areas such as story-time corner or interior wall.
2. A *designated plaque or nameplate* may include an inscribed commemorative thin, flat plate or tablet of metal, porcelain, etc., intended for ornament, as on a wall, or set in a piece of furniture.
3. A *collection* is groups of books, media, and other information items.
4. *Furnishings and equipment* include furniture, computers, microfilm readers, and similar articles that are not a fixed part of the building and have a short life span.
5. *Financial contributions* include outright gifts of money, securities, in kind donations and endowments.

### **Guidelines for Naming:**

Appropriate financial contributions for such naming opportunities will be at the discretion of the Board. Naming opportunities due to a financial contributions; naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate may be named directly after the benefactor, or it may retain or be given a functional title following which the benefactor will be recorded as its

sponsor. 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 Library Director, the proposal will be forwarded to the Board for approval. The Board reserves the right to name rooms, designated plaque or nameplate furnishings and equipment or library collections according to what is best for the function of the Library.

A proposal for naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate in honor of a person will normally be considered when that person is a major benefactor to GPL that merits recognition.

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.

While the Board is grateful for and encourages donations from all individuals, businesses and organizations, the Board has the right to decline any gift to the Library and/or reject naming proposals. The Board reserves the right to terminate or alter a naming designation.

Naming rights will not extend beyond the normal life of the space. In the event the room or building is significantly altered during the agreed upon time when the gift was made, the Board will roll the name forward in a similar capacity.

In the event that GPL does not receive the full amount of the donation for the naming opportunity, the Library Director may recommend to the Board that the use of the benefactor's name for the area be discontinued.

#### Regulations

### **I. Naming Rooms in the Building**

A. GPL will consider naming rooms when a person or corporation has given outstanding service or a financial contribution towards the room.

B. Recognition will be for 20 years or for the life of the room (whichever is less), unless the individual or corporation provides continuing or additional support.

### **II. Furnishings and Equipment, Collections**

A. GPL will recognize a major financial contribution for the purchase of furnishings and equipment, library collections or other by placing the name of the benefactor on a designated plaque or nameplate within the facility.

### **III. General**

A. A naming opportunity must be consistent with GPL's mission and goals.

B. The GPL Foundation may contribute multiple financial contributions that merit recognition. In such cases, naming opportunities will be in recognition of the original donor or for the individual/corporation designated by the board of the supporting organization.

C. If the naming of rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate is based on outstanding service to the library system, the next of kin or the family of a person whose name is being considered to naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate will be notified in writing prior to completion of the naming process.

D. The naming of a room, furnishings and equipment, library collections, or by way of a designated plaque or nameplate 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, unless a contract is entered into for such purposes.

#### **IV. Indexation**

At the discretion of the Board, the levels of financial contributions quoted will be adjusted to reflect changes in economic conditions.

##### **Gift Recognition Replacement-Special Considerations:**

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

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 destroyed by natural disaster and is rebuilt to be used for its original purpose, recognition shall be replaced per the original agreement.

In the event the building is drastically altered through construction, the Board 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 time frame developed for the original gift.

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.

##### **Dedication Ceremony and Plaque, Inscription, or other Recognition:**

The Board reserves the right to choose the wording, size, location and style of the plaque inscription, or other recognition. An appropriate dedication ceremony may be planned and conducted.

##### **Request Procedures:**

I. Proposals for naming rooms, furnishings and equipment, library collections, or by way of a designated plaque or nameplate may be submitted at any time during the year to the Library Director for review.

2. 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) Statement of the outstanding services toward the development of the library system when the recognition is based open merit rather than financial contributions
- f) Justification compliant with the criteria and objectives outlined in this policy

3. 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.

4. The Director will present to the GPL Board the naming proposal with appropriate documentation

5. The Board will approve the design, wording, and placement of any permanent plaques, inscriptions or other recognitions.

Recognition of Gift Levels:

General Room Naming Levels:

A donation in the amount of \$50,000 or above will allow for the naming of a room or area at GPL by the donor. The Board will determine which room or area depending on the amount of the donation.

Sponsorship and Naming Levels:	
Periodical Area / DVD Area / Study Rooms	\$50,000
Reading Areas / Computer Area	\$75,000
Teen Room / Medium Meeting Rooms / Drop in Play Area	\$100,000
Large Meeting Room	\$250,000
Main Children's Annex / Room	\$500,000

The Board has the authority to adjust these figures.

Other areas will be determined by the Board according to the amount of donation.

Monetary gifts (other than those associated with naming rights and sponsorships) of \$50,000 or more may be recognized on a designated plaque or nameplate.

Material/Equipment Gifts:

Donations of materials/equipment and funds to purchase materials/equipment will be accepted with the understanding that GPL reserves the right to determine if, and in what manner, the donated items will be used. The Library will make a good faith effort to use monies in accordance with the wishes of the donor(s) and the instructions of the Gift/Donations Form. The Library may refuse proposed gifts if restrictions are counter to Library policies.

Gifts of materials/equipment and items donated become the property of GPL, and are accepted with the understanding that they are subject to the same selection criteria as purchased materials/equipment. Items not selected for the collection may be passed on to another institution or library, or to the Friends of the Library for sale. All proceeds from the sale of donated materials will go to GPL. Acknowledgement of gifts for tax records may be provided, but appraisal of the value of donated items is not made.

Commemorative book(s) receive a bookplate listing the donor and the honoree and an acknowledgment letter will be sent to the person(s) or family of the person being honored.

#### Monetary Gifts:

All monetary gifts are recognized with an acknowledgment letter.

Adopted January 17, 2019

POLICY