

UPPER MORELAND FREE PUBLIC LIBRARY

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NAMING RIGHTS

I. POLICY

- A. The purpose of this policy is to establish guidelines for donations to the library requiring naming rights.
 - 1. These donations may be contributed by individuals, foundations, corporations, or organizations through substantial financial contributions.
 - 2. Typically, the naming rights will apply to a room, indoor or outdoor area, or other items inside the facility or outside on library property.
- B. Naming rights may be considered in honor of a member of the community when that person has given distinguished service to the library that merits recognition in the library's history.
- C. Proposals for naming rights should be submitted in writing to the director and, if endorsed, approved by the board.
 - 1. The board reserves the right to name the room, area, or item according to what is best for the library.
 - 2. All contract documents must be finalized before the board issues final approval for a naming opportunity.
- D. Naming rights will remain in place for a period of no less than five years and no longer than 20 years, although a plaque will remain in the location in perpetuity, acknowledging the name and the donation.
 - 1. Naming rights will not extend beyond the normal life of the room or area.
 - 2. In the event the room or building is significantly altered in a time frame less than 50% of the agreed upon time when the gift was made, the board will roll the name forward in a similar capacity.
- E. Unless the director determines otherwise, a person's or corporation's name may be used in naming a library room only once.
- F. When a major building project is to be undertaken, a tailored naming policy may be proposed for various rooms, or parts of the building and its environs. Such a policy will require the endorsement of the director, board, and the Upper Moreland Township commissioners.
- G. If an individual or organization, after which a room, area, or item has been named, comes into disrepute at the library or in the community at large, the director may recommend to the board that the use of the name be discontinued.

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- H. Naming rights may also be arranged when the library is presented with a written deferred gifts proposal.
 - 1. A deferred gift plan will have a mutually signed agreement that specifies the type of plan, amount of the income payments, and the purpose and use of the deferred gift.
 - 2. Once a deferred gift has received formal acceptance by the board, the gift will be considered as irrevocable.
- I. In the event that the flow of funds agreed to constitute a naming opportunity ceases before the agreed time, the director may recommend the use of the benefactor's name for the room be discontinued.
- J. No publicity shall be given the recommendation for naming until it is approved by the board.
- K. When a plaque is installed at or near the named area, the board reserves the right to choose the wording, size, location and style of the plaque.
- L. Gift recognition replacement or revision shall conform to the following principles:
 - 1. 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.
 - 2. 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.
 - 3. In the event a 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.
 - 4. 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.
- II. DEFINITION: Deferred gifts are those gifts that are committed for library use in the present but received by the library in the future. Deferred gifts accepted and include, but are not limited to, charitable gift annuity (no trust); charitable remainder unitrust; charitable remainder annuity trust; pooled income fund (pooled trust); and charitable lead trust.

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III. RESPONSIBILITY: The director shall establish necessary procedures.