



**COOS BAY PUBLIC LIBRARY**

525 Anderson Avenue,  
Coos Bay, OR 97459

(541) 269-1101 | coosbaylibrary.org

# NAMING RIGHTS POLICY

## **PURPOSE**

The purpose of this policy is to establish the authority and process for naming and renaming Coos Bay Public Library's room or other defined space.

## **GENERAL GUIDELINES FOR NAMING**

The Library Board of Trustees shall review each naming opportunity by carefully considering 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. Such due diligence shall include the following:

- Review of any possible conflict of interest issues affecting the Library; and
- Evaluation of the impact on future giving; and
- Any other factors that could reflect on the Library including appropriateness for a public setting or detraction from the Library's reputation.

## **NAMING BASED ON FINANCIAL CONTRIBUTION**

A proposal for naming a room or other defined space based on a financial contribution will follow the general guidelines and be reserved for major benefactors. The attached donation schedule provides contribution ranges and associated naming opportunities. When the naming opportunity concerns a new library building or significant renovation of the existing building, a donor will be required to provide a gift supporting a substantial portion of the funds needed to complete the project per the project's funding plan. Physical spaces will not normally be named in honor of a donor in return for an estate commitment or other deferred contribution but will be considered on a case-by-case basis. The contributor will sign a Naming Agreement specifying the amount of contribution and detailing the terms of the donation and naming.



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### **NAMING BASED ON DISTINGUISHED SERVICE TO THE LIBRARY**

A naming proposal based on distinguished service to the Library will be considered on a case-by-case basis consistent with the Guidelines for Naming by the Library Board of Trustees. Additional criteria for evaluating the service will include but not be limited to the scope and duration of the service.

### **DURATION OF NAMING RIGHTS**

The duration of the naming will be delineated in the Naming Agreement or the document approving the naming based on distinguished service. The duration of the naming rights will generally be for a limited period of time as provided for in the attached donation schedule. However, naming rights may extend to the lifetime of the building or space if the Board of Trustees deems the amount of a donation or significance of the service warrants the extension.

If a building, room, or other defined space is substantially renovated (providing new useful life equivalent to a new building), or if there is a significant addition to a building, spaces may be renamed, subject to the terms, conditions or restrictions set forth in the Naming Agreement. Any donor plaques displaced because of this will be rededicated in an alternative location in accordance with the timeframe developed for the original donation.

### **REMOVAL OF NAME**

The Library may elect to remove the naming recognition from the building, room, or other defined space under special circumstances that per the general guidelines would detract from the Library's reputation and good esteem. Before taking such action, the Library shall undertake consultation with counsel, as to any legal requirements that the Library may have under any pre-existing agreement(s) related to naming opportunities or regarding any other matter that may have legal bearing upon a proposed name revocation. Additionally, if a donor is unable to fulfill an approved deferred donation after reasonable efforts by the Library, the donor's name will be removed. Any naming can only be revoked by a vote of the Board of Trustees.



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### GENERAL PROCEDURES FOR SUBMITTING NAMING PROPOSALS

- I. A naming proposal begins with filling out a Naming Agreement form.
- II. The completed naming agreement Form shall be submitted to the Library Director.
- III. If endorsed by the Library Director, the agreement will be forwarded to Coos Bay City attorney for review.
- IV. After passing legal review, the agreement will be forwarded to the Library Board of Trustees for consideration.
- V. When all contractual requirements have been confirmed, the Library Board of Trustees will issue a final determination.
- VI. Publicity of naming will follow the Library Board of Trustees' approval of the agreement.
- VII. A form of recognition will be installed at or near the named area. The Library Board of Trustees reserves the right to choose the wording, size, location, and style of the recognition. An appropriate dedication ceremony will be planned and conducted.

### BUILDING, ROOM, OR DEFINED SPACE NAMING SCHEDULE

A schedule will be developed on a per project basis.