

KENNEBUNK FREE LIBRARY NAMING RIGHTS POLICY

Introduction

It is the policy of Kennebunk Free Library (from here on referred to as the Library) from time to time to recognize the generosity of an individual, corporation, foundation, and/or other donor(s) by choosing to create a specific naming designation for a collection, facility or portion of a facility. Naming opportunities are also available to honor a person's significant service to the Library or to society at large.

The Board of Trustees (from here on referred to as the Board) of the Library has the sole right to name or rename collections or facilities. The Library's Executive Director may recommend naming opportunities or forward requests to the Board for consideration. While the Board is grateful for and encourages donations from all individuals, businesses, and organizations, the Board reserves the right to decline a naming proposal if it would adversely impact the reputation, integrity, or mission of the Library, or create a conflict of interest.

Definitions

- A room in a building may include enclosed spaces, designated areas such as a storytime corner, or interior wall.
- 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.
- A collection means a group of books, media, and other information items.
- Furnishings and equipment include furniture, computers, microfilm readers, and similar articles that are not a fixed part of the building and have a shorter life span.
- Donations include outright gifts of money, securities, in-kind donations, and endowments.

Guidelines

A. Meeting rooms, reading lounges, study rooms, special use areas, equipment, green spaces, walkways, other interior and exterior spaces, and facilities or a portion of a facility may be named or renamed by the Board to recognize a donor. Appropriate contributions for such naming opportunities will be at the discretion of the Board and may be determined by square footage cost, actual cost of equipment, ongoing operating cost, etc., depending on the specific area or item.

B. Endowment proposals, such as those for a collection, may also include naming rights. Collections may be named or renamed by the Board to recognize a donor. Appropriate contributions for such naming opportunities will be at the discretion of the Board and may be determined by cost of materials, staff, ongoing operating costs, etc., depending on the specific program or collection.

C. The Board will name library buildings. The Board will review, consider, and approve or decline a proposal that a library building bear a designated name only when a prospective donor wishes to make a substantial gift to the Library or when the naming opportunity is to honor a person who has contributed significantly to the social, academic, scholarly, research, or political life of the community.

D. For donations toward an existing building, a substantial gift is defined as at least 20 percent of the current assessed value of the facility, or a number agreed upon by the Board.

E. For donations toward new construction or significant renovation of an existing building, a substantial gift is defined as at least 20 percent of the total project cost or a number agreed upon by the Board. The Board may establish tiered contribution levels for naming smaller rooms, areas, or furnishings, based on size, prominence, and cost.

F. The Board reserves the right to terminate or alter a naming designation under unusual or extraordinary circumstances. This includes situations where the donor's reputation is later found to compromise the integrity, values, or mission of the Library.

G. If a distinctively named library facility is relocated, substantially remodeled, or converted to use other than its original use, the facility may be renamed to reflect the association of new donors or community interests related to the changing facility. In such instances, the original name shall be honored in an appropriate manner.

H. Naming a collection, facility or portion of a facility to honor individuals who have contributed significantly to the social, academic, scholarly, research or political life of the community rather than a donor is permitted.

I. When a major building project is to be undertaken, a tailored naming policy may be proposed for naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate. Such a policy will require the endorsement of the Executive Director. This plan must be approved by the Board.

J. Naming rights will be granted for a defined period, generally five (5) years or for the useful life of the room, space, or item, whichever is shorter. In cases where the donor provides continuing or additional support, or where the gift is of such significance that the Board approves an extended period, the duration of recognition may be lengthened at the Board's discretion. Naming rights will not extend beyond the normal life of the room, space, or item, and will ordinarily not exceed twenty (20) years. A commemorative plaque or marker may remain in place in perpetuity to acknowledge the gift and the donor's contribution.

K. The Executive Director may recommend, and the Board may approve, adjustments to the levels of financial contributions quoted above to reflect changes in economic conditions, using the appropriate price indexing from the Federal Bureau of Statistics.

Request Procedure

The Board shall charge the Executive Director to review and make recommendations to the Board of Trustees for naming opportunities:

1. All requests for naming shall be submitted to the Executive Director in writing. The requests shall contain justification compliant with the criteria and objectives outlined in this policy. The Board will review and research each submitted naming nomination on its individual merits.
2. The Board will vote to approve or deny recommendations.
3. Upon approval, a Naming Rights Agreement shall be created, approved by the Board, and signed by the Board President and the individuals, corporations, foundations, or other donors who have proposed the naming rights. The terms of the Naming Rights Agreement shall be based upon the definitions and guidelines in this Policy.

4. No publicity shall be given for the recommendation for naming until approved by the Board.
5. Requests for naming will be brought to the Board for their action within 60 days, and the Donor will be notified within 14 days of the Board's decision.
6. Requests will be considered in the order they are received.
7. Upon approval of the naming by the Board, an appropriate dedication ceremony may be planned and conducted. The donor, guests, the media, and the Board will be notified for attendance and participation. A dedication plaque or comparable marking may be established at the ceremony.
8. The Board and Executive Director reserve the right to choose wording, size, location, and style of recognition. Visual recognition of a Named Space will adhere to Library brand standards, including exterior and interior signage, logos, letterhead, and all other communications and materials.