

706.1 NAMING RIGHTS

I. PURPOSE

The purpose of this policy is to provide guidelines for having a building or a portion of a building or grounds named after an individual(s), an entity, or a business.

II. GENERAL STATEMENT OF POLICY

The school district may grant naming rights under two circumstances: a building, portion of a building, grounds, or school program may be named after an individual(s), an entity, or a business based on the payment of a set fee, sponsorship or the provision of equipment, materials, land, or services. The school district may grant naming rights to recognize outstanding service to the district, recognition of the achievement of distinguished alumni, or recognition of individuals who have made significant contributions or accomplishments in their careers, community, nation, and/or world.

III. GRANTING NAMING RIGHTS

- A. In granting naming rights, due regard should be taken of the need to maintain an appropriate balance between commercial considerations and the role which names of buildings and spaces contribute to the school district's sense of identity as well as their role in assisting staff, students, and visitors to orient themselves within a campus.
- B. The granting of naming rights must always be consistent with the school district's mission and vision. The long-term effects of the naming rights must be considered. The department/school affected by the naming right to be granted may be consulted before any decision is made.
- C. Each granting of naming rights is bound by a written agreement defined by this policy and all other applicable board policies and the administrative rules and regulations pertinent to this policy.
 1. The school board must approve named facilities and/or grounds. Any approval will state precisely where such naming rights may occur, the manner and type of signage associated with the name, and the length of time for which the naming rights will be in place.
 2. The school district may not grant a naming right without consulting the named party, if possible.
 3. Monetary valuations may be assigned to proposed naming rights on a case-by-case basis to aid with making decisions about granting naming rights. Payment for naming rights must be in place prior to the naming occurs.
 4. The superintendent will recommend the monetary valuation of each naming right after consulting with the appropriate Board committee. Each case should take into account market comparisons for naming rights for which professional advice may be sought.
 5. Naming rights may be revoked based on justifiable reason as

determined by the school board.

IV. ACCOUNTING

- A. Naming revenues must be accounted for and reported in compliance with UFARS.
- B. All funds generated through naming rights shall be deposited in the appropriate fund based on its intended purpose.