

PROPOSED NEW RULE:

The Property and Transportation Committee, the Superintendent and two individuals appointed by the Superintendent (one staff member and one community citizen) shall serve as the Naming Rights Committee to review requests from citizens or groups for naming rights of District facilities or areas.

Any school staff member or administrator who is contacted by an individual wishing to propose naming a District facility or area either in recognition of a person or in consideration of a donation will forward that request to the Superintendent. The Naming Rights Committee shall establish the monetary valuation of each naming right. The District will not grant a naming right without the informed consent of the named party; or without the consent of his or her family in the event the individual is deceased.

The Naming Rights Committee will consider all names suggested, and may seek input from the community at large and/or from District staff regarding the request(s).

The Naming Rights Committee will develop a recommendation to be submitted to the Board of Education. The recommendation shall address and take the following into consideration.

1. What is the current name of the facility or area?
2. What is the proposed name of the facility or area?
3. If there is a name change involved – why change?
4. What is the background of the potential donor or individual name being initiated?
5. In addition to the proposed financial contribution, has the potential donor rendered a significant contribution to the school or community?
6. Is the naming of the facility or area after the potential donor consistent with the District's mission or vision?
7. How long will the naming rights be in effect?
8. The fiscal condition of the District and any financial limitations of the District.

The Board of Education shall accept, reject or modify the Committee recommendation regarding the naming rights. If accepted, and if the naming right is granted in consideration of a donation, the District and the donor shall enter into a written agreement detailing the amount of the contribution, the duration of the naming rights, the transferability of the rights, the grounds and conditions upon which the naming rights may be rescinded and the additional provision by the District and the donor.

Legal Reference:

Cross Reference: 940 – Naming Rights for District Facilities

Approved:

Reviewed: September, 2016

Modified:
