



Attachment A

Sweet Home Public Library Naming Rights Policy

Purpose:

The Sweet Home Public Library (SHPL) seeks to recognize persons who have supported the Library through substantial financial contributions towards a new or upgraded facility. The SHPL provides naming opportunities in recognition of individuals and corporations for significant financial contributions. These naming opportunities may include, but are not limited to naming the new building, rooms or designated areas in the building, furnishings, equipment, library collections (whole collections or individual items) by way of a designated plaque or nameplate.

Only individuals and organizations whose action and/or programs are compatible with the mission, policies, goals and values of the SHPL will be considered in naming rooms in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate.

This policy shall serve as a supplement to any existing naming or donation policies. In case of conflict with other approved policies, this policy shall take precedence.

General Definitions:

The Naming Rights Policy includes exterior and internal features, which may name the building, rooms in a building, furnishings, equipment, library collections (whole collections or individual items) by way of a designated plaque or nameplate. Other items may be recommended for naming after consultation with the Library Director, Library Advisory Board, and Sweet Home City Council.

1. The *building* will encompass the entire exterior of the “new” building and will include the name of the Library itself, i.e. “*The O’Brien Memorial Library.*”
2. A *room* in a building may include an enclosed rooms, designated areas such a story-time corner, or interior wall.
3. A *designated plaque or nameplate* may include a 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, or a name plate affixed to a book.
4. A *collection* is groups of books, media, and other library collection items.
5. *Furnishings and equipment* include furniture, computers, and similar articles that are not a fixed part of the building and have a short life span.
6. *Financial contributions* include outright gifts of money, securities, in-kind donations, and endowments.

Naming Regulations:

1. A naming opportunity must be consistent with the Library's mission and goals.
2. The naming of a building, room in a building, furnishings and equipment, library collections, or by way of a designated plaque or nameplate shall be finalized only after the financial commitment by the individual or corporation has been honored in full and not on the basis of a pledge for future funds.
3. Recognition will be for 7 years, or for the life of the room, or 20 years for the building, unless the individual or corporation provides continuing or additional support.
4. The Library will recognize a major financial contribution for the purchase of furnishings and equipment, library collections or other by placing the name of the benefactor on a designated plaque or nameplate within the facility.
5. Name/Donation recognition in individual books will be for the life of the book. Books with no circulation in three years or more may be removed from the collection.

Request Procedures:

1. Proposals for naming the building, rooms in a building, furnishings, equipment, library collections, may be submitted at any time during the year to the Library Director for review via the City of Sweet Home Naming Application.
2. The Library Director will submit applications to the Library Advisory Board, and if approved, will submit applications to the Sweet Home City Council for final approval.
3. The Library Advisory Board and Library Director will approve the design, wording, and placement of any permanent plaques, inscriptions, or other recognitions.

Recognition of Gift Levels/Sponsorships:

- Small Study Room (2-4 persons): \$15,000
- Medium Study Room (4+ persons): \$20,000
- Public Service/Circulation Desk (x2): \$7,000
- Shelf Range (8-10 foot section; multiple available in public areas): \$5,000
- Staff Area: \$75,000
- Director's Office: \$25,000
- Librarian's Office (x2): \$15,000
- Tween Area: \$75,000
- Teen Area: \$100,000
- Adult Area: \$150,000
- Large Meeting Room: \$200,000
- Children's Area: \$400,000

- Furniture: \$50 + cost of item
- Books: \$5 + cost of item
- Building: \$1,000,000

Other areas will be determined by the Board according to the amount of donation and subject to the same request procedures.

Monetary gifts (other than those associated with naming rights and sponsorships) of \$50,000 or more may be recognized on a designated plaque or nameplate.

These monetary guidelines will be reviewed and revised as needed.

Gifts/Donations

Donations of materials/equipment and funds to purchase materials/equipment will be accepted with the understanding that SHPL reserves the right to determine if, and in what manner, the donated items will be used. SHPL will make a good faith effort to use monies in accordance with the wishes of the donor(s) and the instructions of the Gift/Donations Form. SHPL may refuse proposed gifts if restrictions are counter to SHPL or City of Sweet Home policies.

Gifts of materials/equipment and items donated become the property of SHPL, and are accepted with the understanding that they are subject to the same selection criteria as purchased materials/equipment. Items not selected for the collection may be passed on to another institution or library, or to the Friends of the Library for sale. All proceeds from the sale of donated materials will go to the Friends of the Library to benefit SHPL. Acknowledgement of gifts for tax records may be provided, but appraisal of the value of donated items is not made.

Morality Clause

SHPL is a public-serving institution whose mission is dependent on maintaining the trust and goodwill of the community. In the event that the Donor/Named Individual, or any principal or public representative thereof, engages in, or is credibly alleged to have engaged in, any act or conduct involving moral turpitude, is convicted of a felony, or is otherwise involved in any situation or controversy that in the reasonable judgment of SHPL, Library Advisory Board, or the City of Sweet Home may cause public disrepute, contempt, scandal, or otherwise harm the reputation of SHPL, SHPL shall have the right, upon written notice to the Donor, to terminate this Agreement and immediately remove the Donor/Named Individual's name. In such event, SHPL shall have no obligation to return any portion of the donation.