

TOWNSHIP OF WHITE LAKE
DONOR RECOGNITION NAMING RIGHTS POLICY

REASON FOR POLICY

This document describes the policies and general procedures governing the purchase of ~~naming rights to space for the placement of appropriate dedications, recognitions or memorials (hereinafter "Donor Recognition") on~~ Township ~~fixed assets, including~~ buildings, parks, recreation facilities, water towers, or other public places ("Public Facilities"), ~~as may be approved by the Township Board.~~ These guidelines are developed to support, coordinate and manage the process to ensure consistency and uniformity in ~~naming Donor Recognition rights on Public Facilities buildings, structures and spaces,~~ whether on a permanent or temporary basis.

STATEMENT OF POLICY

Approval of ~~the naming Donor Recognition rights on~~ White Lake Public Facilities is vested with the White Lake Township Board of Trustees. The administration of this policy is the responsibility of the Supervisor or his/her designee. ~~Upon receipt of a proposed Donor Recognition Agreement,~~ ~~The Supervisor will forward naming rights said agreements to the Township Board at its next regularly scheduled meeting,~~ with a recommendation ~~to the Township Board.~~

At no time should promises or commitments regarding ~~naming rights~~ Donor Recognition rights be made in advance of final approval by the Township Board. Written agreements must be signed by the purchaser(s) and shall outline any terms or conditions regarding ~~naming rights~~ Donor Recognition rights prior to submittal.

This policy is not intended to create a right for any person or entity to be granted ~~naming Donor Recognition~~ Recognition rights on facilities, or an obligation, promise or commitment on the part of the Township to grant such rights. The Township maintains full discretion and reserves the right to reject for any reason, or no reason at all, any request to purchase ~~naming Donor Recognition~~ rights on any Public Facility.

DEFINITION

Naming Donor Recognition Rights: An individual, family, private business or corporation may purchase the right to ~~name, or place~~ appropriate dedications, recognitions or memorials its name on, a fixed asset of the Township, which ~~naming~~ right is granted in return for cash or other revenue support for a specified period of time.

Exclusions: ~~Categories of facilities eligible for naming rights may be added to or excluded from this list by the Township Board.~~

Public Facilities: Buildings including the interior and exterior spaces, sports fields, open spaces, parks, playgrounds, shelters, sport courts, trails, park benches, water fountains, flowerbeds, sports equipment, brick pavers, decorate walls, and water towers.

REGULATIONS REGARDING NAMING-DONOR RECOGNITION RIGHTS ON PUBLIC FACILITIES

- In granting namings-Donor Recognition rights, as described herein, due regard shall be taken of the need to maintain an appropriate balance between commercial considerations and the Township's stewardship role for the Public Facilities.
- The namings-Donor Recognition rights shall be for a specified fixed term to be negotiated on a case-by-case basis.
- The plan for display of the names-Donor Recognition of individual(s)/corporation(s) being recommended, be it on an interior plaque or by incorporation of exterior signage, shall be included in the proposal submitted to the Township Board, and will comply with the Township's Sign Ordinance.
- When a company changes its name, the namings-Donor Recognition rights may be changed to reflect the new name by mutual agreement. The cost to change the name-Donor Recognition of the sign will be the responsibility of the company.
- The proposed name/naming rights purchaser of Donor Recognition rights must support the image and values of the Township of White Lake and the community. In general, the following industries and products are not eligible for namings-Donor Recognition rights – religious and political organizations; or companies whose business is substantially derived from the sale of alcohol, tobacco, firearms, pornography, gambling or lewd and lascivious behavior.
- The Township of White Lake shall not relinquish to the purchaser of Donor Recognition rights any aspect of the Township's right to manage and control the facility on which a Donor Recognition is placed being named. The Township Board may, however, impose maintenance obligations on the purchaser.
- Proceeds received from the namings rights sale of Donor Recognition rights are to be used for the purposes determined by the Township Board.
- The sale of Donor Recognition rights must not result in additional cost to the Township of White Lake.
- Namings-Donor Recognition rights may be renewed by mutual agreement with the purchaser and Township Board.
- The purchaser of namings-Donor Recognition rights may revoke the namings-Donor Recognition rights at any time with the understanding that no refund or reduction of their financial commitment will occur. The Township may terminate namings-Donation Recognition rights or any namings-Donation Recognition rights agreement where continuation of the relationship would bring the Township into disrepute.

IMPLEMENTATION PROCEDURES

An initial list of the proposed naming opportunities will be developed by the Supervisor is attached as Exhibit A. The Supervisor will submit the list, with a recommendation, to the Township Board for action. The initial list of proposed naming opportunities is to include a description of the space, amenity, or facility proposed for naming. This list may be amended by the Township Board at any time.

Upon receipt of a namings-Donation Recognition rights request, the Supervisor will negotiate and secure a namings-Donation Recognition rights agreement for a specified Public Facility. The Supervisor will submit the proposed agreement for Township Board consideration. The Donation Recognition namings rights agreement must be executed for the granting of the namings rights

consistent with the terms and conditions set forth in this policy and containing any other terms as may be deemed necessary or appropriate by the Township.

If approved by the Township Board, the Purchaser shall contribute the funds to the Township.

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Exhibit A

List of buildings, spaces, amenities, or facilities proposed for Donor Recognition

1. Public Safety Building
2. Township Parks, such as playgrounds, sports fields, water fountains, flower garden, trail
3. Township Park Amenities, such as benches, statues, pavers
- 4.

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