

# **TOWNSHIP OF WHITE LAKE NAMING RIGHTS POLICY**

## **REASON FOR POLICY**

This document describes the policies and general procedures governing the purchase of naming rights to Township buildings, parks, recreation facilities, water towers, or other public places ("Public Facilities"). These guidelines are developed to support, coordinate and manage the process to ensure consistency and uniformity in naming buildings, structures and spaces, whether on a permanent or temporary basis.

## **STATEMENT OF POLICY**

Approval of the naming of 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. The Supervisor will forward naming rights agreements with a recommendation to the Township Board.

At no time should promises or commitments regarding naming 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 prior to submittal.

This policy is not intended to create a right for any person or entity to be granted naming 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 rights.

## **DEFINITION**

**Naming Rights:** An individual, family, private business or corporation may purchase the right to name, or place its name on, a fixed asset, 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 RIGHTS OF PUBLIC FACILITIES**

- In granting naming rights, 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 naming rights shall be for a specified fixed term to be negotiated on a case-by-case basis.

- The plan for display of the names 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 naming rights may be changed to reflect the new name by mutual agreement. The cost to change the name of the sign will be the responsibility of the company.
- The proposed name/naming rights purchaser 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 naming 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 any aspect of the Township's right to manage and control the facility being named. The Township Board may, however, impose maintenance obligations on the purchaser.
- Proceeds received from the naming rights sale are to be used for the purposes determined by the Township Board.
- The sale must not result in additional cost to the Township of White Lake.
- Naming rights may be renewed by mutual agreement with the purchaser and Township Board.
- The purchaser of naming rights may revoke the naming rights at any time with the understanding that no refund or reduction of their financial commitment will occur. The Township may terminate naming rights or any naming 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. 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 naming rights request, the Supervisor will negotiate and secure a naming rights agreement for a specified Public Facility. The Supervisor will submit the proposed agreement for Township Board consideration. The naming rights agreement must be executed for the granting of the naming 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.