

# NAMING RIGHTS POLICY

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## I. Purpose

- A. The Lodi Public Library Board of Trustees recognizes that naming a substantial collection, facility, or portion of a facility, or altering the grounds are decisions of immense importance. Therefore, making these decisions is undertaken with an appreciation for that significance.

## II. Guidelines

- A. The Board may recognize, as appropriate, the generosity of certain individuals, corporations, foundations, and other donors by naming meeting rooms, reading areas, study rooms, special use areas, equipment, and any other interior or exterior spaces. The Board retains the right to set the level of donation required to acquire naming rights.
- B. Naming opportunities are also available to honor a person’s significant service to the Lodi Public Library, to the community, or to society at large.
- C. Generally, the Library does not allow the naming of a collection, facility, or portion of a facility after a living person.
- D. The Board has the sole right to name or rename collections or facilities. The Board will review, consider, and approve or decline all such proposals. The Board may refuse any financial or in-kind donation if it is deemed not to be in the best interests of the Library.
- E. Naming rights carry no power of direction or implied power of direction to the Library on matters of appointment of persons, policies, or any other library processes or activities.
- F. All naming rights shall be approved for a specific term, which shall not be longer than the useful life of the property or facility, as determined by the Board and the donor. Physical recognition may remain in the location acknowledging the name and the donation.
- G. When a named collection, facility, library grounds, or portion of a facility or library grounds has reached the end of its useful life or will be replaced or substantially renovated, the replaced or renovated space may be renamed in recognition of a new donor or honoree. Appropriate recognition of earlier donors shall be continued to the best of the Board’s ability.
- H. In the event that agreed upon funding to constitute a naming opportunity ceases before the agreed time or amount, the Board may discontinue the use of the benefactor’s name.
- I. When a major building project is to be undertaken, a tailored naming policy may be proposed for various rooms, or parts of the building and its environs. Such a policy will require the endorsement of the Board.
- J. The Board reserves the right to terminate or alter a naming designation under unusual circumstances or if an individual or organization name comes into disrepute at the Library or in the community at large.

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### III. Request Procedure

- A. All recommendations for naming rights, memorials, or grounds alteration must be submitted to the Board in writing. The request shall contain justification compliant with the criteria and objectives outlined in this policy.
- B. The Board will either make a decision on the written request at the monthly board meeting or form a committee to review the request in deeper detail. If a committee is formed, it will make a recommendation to the full Board, and the Board will then make an official decision.
- C. In the case of large projects, a Naming Rights Agreement shall be created and reviewed by the Board. If approved and signed by the Board President and the individuals, corporations, foundations, or other donors who have submitted the proposal, naming would move forward.

### IV. Dedication Ceremony

- A. Upon approval of a naming request, an appropriate dedication ceremony may be planned and conducted. The donor, guests, media, and Board will be notified for attendance and participation. A dedication plaque or comparable marking may be erected at the ceremony.

### V. Revision History

- A. Policy approved June 15, 2020 (Revision 0)
- B. Policy revised July 17, 2023 (Revision 1)