



Naming Rights Policy

Approved: 2/2020, Revised:9/2023

1. Purpose

It shall be the policy of the Board of Trustees of the Sharon Public Library (the “Board”) in conjunction with the fundraising efforts of the Sharon Public Library Foundation to recognize the generosity of individuals, families, businesses/corporations, trusts foundations, or other donors (“Donor”) by their choosing to create a specific naming designation for collections, library areas, fixtures, or library equipment (the “Assets”). Any individual who wishes to have their name inscribed on a plaque or Asset (except for bookplates) may only do so through a donation to the Sharon Public Library Foundation (the “Foundation”. Should a Donor desire to be recognized by having the library building named in their honor, the Board will consider that request; if the Board should vote in favor, it shall bring that request forward via an article to be voted at Town Meeting.

While the Board is grateful for and encourages donations, the Board reserves the right to decline any gift to the library and/or reject any naming proposal.

The Board further recognizes that any naming is a decision of immense importance. Therefore, making these decisions will be undertaken with an appreciation for that significance.

2. Definitions

Assets include but are not limited to meeting rooms, reading areas, study rooms, special use areas, children’s or youth services areas, and any other interior or exterior spaces, as recognized by the Board. Appropriate contributions (donations) for such naming opportunities shall be at the discretion of the Board.

3. Guidelines

The Board has the sole right to name or rename Assets, consistent with this policy. 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.

Naming rights carry no power of direction or implied power of direction to the Sharon Public Library on matters of appointment of persons, policies, or any other library processes or activities.

Unless otherwise determined by the Board or established in the Naming Rights Agreement between the Board and Donor, all naming rights shall be approved for whichever of the following applies, and must be specified in the Naming Rights Agreement between the Board and Donor:

1. a time period as agreed upon between the Board and Donor; or
2. the end of the useful life of the Asset; or
3. the end of the existence of the Asset.

When a named Asset has reached the end of its useful life and will be replaced or substantially modified, the naming Donor has first refusal rights to pay to replace and retain their naming opportunity. If the naming Donor refuses replacement and the Town of Sharon replaces the Asset, the replaced or renovated Asset may be renamed in recognition of a new Donor or honoree. In the event the Asset or building is significantly altered, the Board may carry the name forward in a similar capacity.

When a new building project is undertaken, naming opportunities will be established by the Board. Existing namings do not automatically carry forward to new building projects, and are subject to the discretion of the Board and this policy.

4. Plaques

The Board has sole discretion over the size, font, style, color, and all other aspects of plaques. Spaces that are subject to the requirement of a room number will have two plaques. One will have the number of the room (Number Plaque) and one will have the naming info (Naming Plaque.) If a room is named before the acquisition of the Number Plaque, the Donor may request a particular name to be placed on the Number Plaque as well.

5. Name specific Guidelines

All names are subject to approval by the Board.

6. Procedure

Upon receipt of a request for Naming and completion of a Naming Form by the proposed Donor, the Board shall review the application and make a determination as to whether the donation shall be accepted. The Board shall consider compliance with this policy; whether the donation is consistent with the Sharon Public Library's goals, purposes, and objectives; appropriate signage; compliance with the required approval process for accepting donations; and any other relevant factors

A Naming Rights Agreement ("Agreement") shall be created, approved by the Board, and signed by the Board Chairman or designee and the Donors who have proposed the naming rights. The terms of the Agreement shall be based upon the definitions and guidelines in this Sharon Public Library Naming Rights Policy.

Unless otherwise specified in the Agreement, the naming shall be installed after the first payment for multi-payment year Assets; after the full payment for non multi-payment year Assets; or upon acquisition or completion of the Asset to be named.

If agreed-upon payments for a naming opportunity are not made, or cease before the agreed time or amount, or the Donor otherwise fails to comply with the terms of the Agreement, the Board may discontinue the use of the Donor's name.

This policy will be reviewed as needed and is subject to change.

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