Northland Public Library
Northland Public Library Foundation
Naming Rights Policy

Purpose

To establish the criteria for granting naming rights in relation to Northland Public Library ("Northland").

Authority

This Naming Rights Policy (this "Policy") will be jointly adopted by the Northland Public Library Authority, a Pennsylvania municipal authority which owns and operates Northland (the "Authority"), and the Northland Public Library Foundation, a Pennsylvania non-profit corporation (the "Foundation"), which raises funds for Northland (collectively, the "parties").

Policy Statement

In granting naming rights, the parties recognize the need to balance commercial considerations and the role which names of physical items and spaces play in contributing to Northland's identity, as well as their role in assisting staff, volunteers, and patrons with wayfinding at Northland. The granting of any naming right shall be consistent with Northland's mission, vision and values.

Delegation of Responsibility

Northland's Executive Director and the Foundation Director or their designee(s) will present proposed naming rights opportunities to the Authority Board of Directors (the "Authority Board") for consideration.

The Authority Board has the exclusive discretion to determine whether to pursue, accept, or decline an opportunity to name physical items and spaces at Northland. A decision with regard to any naming right shall be made by the majority vote of the Authority Board.

The factors to be considered by the Authority Board in regard to a naming right include, but are not limited to:

1. The extent to which the naming opportunity aligns with Northland's mission, vision and values and the Library Bill of Rights.

2. The extent to which a naming opportunity limits or restrains Northland's discretion or its ability to pursue other opportunities.

3. The duration of the agreement (as hereinafter described) and Northland's ability to terminate the agreement.

4. The extent to which the naming opportunity imposes any obligation on Northland, either presently or in the future, financial or otherwise, and whether the opportunity is subject to terms and conditions acceptable to Northland.

5. The extent to which the naming opportunity constitutes a conflict of interest for Northland or creates the appearance of, or potential for, a conflict of interest.

6. The extent to which the naming opportunity affects the appearance of Northland property.

7. The possibility that the naming opportunity may disrupt Northland's day-to-day operations or administration.

Types of Naming Rights

Naming rights may be granted by the Authority in consideration of contributions made to Northland in two circumstances.

1. **"Naming Rights in Consideration"** may be granted in consideration of financial contributions or other commercial transactions.

2. **"Naming Rights in Recognition"** may be granted in recognition of any significant contributions to Northland that the Authority Board wishes to honor. These contributions can be financial or other gifts from donors, or meritorious service.

    i. One of the following criteria must be fulfilled in order for the granting of Naming Rights in Recognition to be considered:

        a. Recognition of outstanding service to Northland; or

        b. Recognition of one or more generous financial or other contributions from a donor (be it by way of donation, bequest, sponsorship, etc.), such contribution(s) being voluntary and not rendered in consideration of the granting of naming rights.

    ii. The names of persons actively serving Northland shall not be considered.

iii. The granting of Naming Rights in Recognition is at the sole discretion of the Authority Board, with the concurrence of the party it wishes to honor or their representatives.

Guidelines

Each grant of a naming right shall be governed by a specific written agreement between the parties and their respective representatives, which shall also require compliance with the terms and conditions of this Policy.

Monetary valuations shall be assigned to proposed Naming Rights in Consideration on a case-by-case basis to aid the Authority Board with making its decision. Northland's Executive Director and the Foundation Director or their designee(s) shall submit a joint recommendation of the monetary value and duration of each proposed naming right.

Physical items and spaces for which naming rights may be awarded include, but are not limited to:

1. A collection of books, media, or other library materials, to the extent permitted by applicable law.

2. Library spaces such as hallways, meeting rooms, stairways, a parking lot, lobby, reception areas, book stacks or certain components thereof.

3. Specifically designated interior library spaces or service areas such as the Computer Center or the Teen Area.

4. Gardens or Northland-owned walkways, including but not limited to the Learning Garden and the components thereof.

5. A fireplace, artwork or other décor and aesthetic elements.

6. Special Use Areas such as a café, recording studio, or maker space.

7. A major renovation, addition or any component thereof such as a staircase.

The named party after whom a Northland item or space is named shall have no right to use or control the use of such item or space. In turn, the named party shall bear no liability in respect of the named item or space unless provided for in the agreement between the parties.

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Naming rights carry no express or implied power of direction to Northland from the named party on Northland policies, operations, facility, administration, finances or employment, or any other library processes or activities including, but not limited to, collection development/management.

Duration and Termination of Naming Rights

The duration of naming rights shall be decided on a case-by-case basis. However, all naming rights must be approved for a specific term, which in no event shall be longer than the useful life of the space. The duration of naming rights shall be proportionate to the value of the corresponding donation, endowment, or other significant contributions to Northland.

In the event a named space is substantially altered due to renovation or other construction, repurposed, severely damaged, destroyed or otherwise permanently closed at Northland, the Authority Board shall reserve the right to correspondingly alter the named recognition. Any donor signage displaced as a result will be rededicated in a commensurate alternative location in accordance with the timeframe developed for the original gift.

Naming rights may be renewed by mutual agreement between the parties.

The Authority Board shall have discretionary authority to rescind a naming right, without refund of any consideration received, at any time based on any action by a private individual or corporate entity that is deemed by the Authority Board to be inappropriate and/or in conflict with Northland's mission, vision and values or in the event of a material breach of the agreement between the parties. Naming rights shall not be rescinded or changed except by a majority vote of the Authority Board.

Transfer or Assignment of Naming Rights

Naming rights may only be transferred from one named party to another by mutual agreement among Northland, the named parties and/or their legal representatives.

Naming rights may be assigned by mutual agreement between the parties. "Assigned" is defined as to exchange one naming right for another. For example, when a company changes its name the naming right may be changed to reflect the new name, at the company's sole expense.