

**Policy Name:
NAMING RIGHTS POLICY**

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POLICY STATEMENT AND RATIONALE

The purpose of this policy is to establish protocols for entering into a Naming Rights Agreement, to provide guidelines that facilitate and support naming opportunities, and to ensure the Library's reputation, mission and vision are considered when pursuing and agreeing to naming opportunities.

SCOPE

This policy shall apply to all Library Staff, Members of the Library Board, and all individuals, businesses and organizations seeking to assist the Library through the creation of the Naming Rights Agreement with the Library.

DEFINITIONS

In reading and interpreting this policy, the following definitions shall apply:

"Campaign" means an organized fundraising effort to solicit substantial funds for the City of Kawartha Lakes Public Library, usually extending over a period of months or years.

"CEO" means the Chief Executive Officer of the City of Kawartha Lakes Public Library.

"Chair" means the person presiding at the Library Board Meeting.

"City" means the Corporation of the City of Kawartha Lakes.

"Donation" means a gift or contribution of cash, goods or services given voluntarily toward an event, project, program or corporate asset, as a philanthropic act, without the expectation that any benefit will accrue to the donor, for which a Charitable Tax Credit

can be issued. Contributions of skills or time through volunteer service do not qualify as donations, as they are not recognized as such in the Canadian Income Tax Act.

“Gift” means a voluntary transfer of property

“Library” means the City of Kawartha Lakes Public Library.

“Library Board” means the City of Kawartha Lakes Public Library Board.

“Room” means any discrete space within a Library facility which may include theatres, meeting rooms, or program rooms, as well as outdoor spaces, alcoves and atriums, etc

“Sponsorship” means a contribution of cash, goods, or services toward an event, project, or corporate asset, in return for commercial benefit (i.e. logo placement, acknowledgement or presenting sponsorship). Sponsorships are a reciprocal arrangement benefitting both parties.

POLICY, PROCEDURE AND IMPLEMENTATION

1.0 General Guidelines

- 1.1 The Library recognizes that offering Naming Rights to individuals and organizations provides an opportunity to enhance and promote Library services and recognize individuals or groups that have made substantial contributions to the Library or community as a whole.
- 1.2 The Library will offer the opportunity for significant philanthropic investment in library infrastructure to ensure the sustainability of excellent library service in the community. The Library Board has the authority to recognize significant contributions by naming library services, departments, or rooms in honour of donors or sponsors.
- 1.3 Naming rights may be granted to:
 - Rooms or areas inside a library branch.
 - Fixtures inside or outside the building, including benches and shelving.
 - Parts of the collection, including books and technology.
 - Specific Library Services.
 - Specific Library Programs.
- 1.4 The Library’s mission and vision will be considered when reviewing and pursuing naming opportunities.

- 1.5 As Library buildings are owned by the City or private individuals and the City has a separate Naming Policy, the Library will consult with City staff for naming opportunities that involve naming buildings.

2.0 Naming Rights Criteria and Approvals

- 2.1 Guiding principles for developing naming rights agreements:
- Alignment with the Library's Mission, Vision and Values
 - Building the public's confidence in the Library
 - Connecting with the community
 - Consideration for historical, community or traditional knowledge
 - Conducting a risk assessment of any proposed names prior to Library Board approval
- 2.2 A Naming Rights Agreement must be drafted for each naming opportunity that outlines the terms of the naming agreement. This includes:
- The length of the naming period.
 - Total funds for the donation/sponsorship.
 - A payment schedule.
- 2.3 Any Naming Rights Agreement will not extend beyond 15 years.
- 2.4 The Library Board is responsible for reviewing and approving all Naming Rights Agreements.
- 2.5 Naming Rights Agreements will not be recognized until they are signed by the Library Board Chair and CEO, along with the donor or sponsor.
- 2.6 The Library will not enter into a Naming Rights Agreement with any individual, corporation or organization that has an anticipated or pending development proposal within the municipality. Nor has a claim, or has instituted a legal proceeding, against the Kawartha Lakes Public Library Board or the Corporation of the City of Kawartha Lakes, or against whom either the Board or the City has a claim or has instituted a legal proceeding.
- 2.7 Naming Right Agreements must not interfere with any existing contractual obligations.
- 2.8 Special consideration will be given when naming rights involve corporate names, to avoid the appearance of commercial influence upon the Library or City.

- 2.9 Naming Rights are meant to enhance and not replace municipal, provincial and/or federal funding.
- 2.10 A naming commitment between the Library and an organization and/or individual must not cause increased or unplanned operating costs to the Library.
- 2.11 The Library will not relinquish any aspect of management or control of an asset, facility, room, program or services upon entering into a Naming Rights Agreement with an individual or organization.

3.0 Recognition

- 3.1 Naming Rights Agreements will outline the mutual benefits of the relationship, the length of time the agreement lasts and any constraints. Naming Rights Agreements will also clearly define the recognition received.
- 3.2 Recognition of Naming privileges will be outlined in Naming Rights Agreement document.
- 3.3 When naming after a person or persons, written approval must be given by the individual being honored or the next of kin or designated legal authority.
- 3.4 Naming of a room or object must not cause any potential confusion to the geographic location of the named item.
- 3.5 The wishes of the Naming Rights partner regarding confidentiality will be respected.
- 3.6 The Library will oversee the creation and placement of any materials or signage recognizing the donation.
- 3.7 Corporate logos are not permitted and will not be incorporated into signage or plaques associated with donor recognition for naming purposes
- 3.8 The individual or organization that enters into a Naming Rights Agreement with the Library has the right to promote their involvement with the Library according to the terms and duration of the Naming Rights Agreement and subject to the provisions of this policy. The Library must approve all materials used by the sponsor or donor that mention the Library's name and/or uses images of the Library and/or the Library logo.

- 3.9 Donor/sponsor recognition costs will vary, depending on the amount of the gift. Recognition could range from an event, signage or thank you gifts that acknowledge the contribution.
- 3.10 A gift of 10,000-250,000 will have a maximum allocation of 3% for recognition. A gift of \$500,000-1,000,000 will have a maximum allocation of 2.5%. A gift of \$1-million or more will have a maximum allocation for recognition of no greater than 2% of the gift.

4.0 Termination

- 4.1 The Library reserves the right to terminate a naming commitment.
- 4.2 The Naming Rights Agreement will be terminated if the donor/sponsor becomes the subject of any instances that could cause the Library embarrassment, negatively impact the positive perception of the Library in the community or contradicts the Library's Mission and Vision.
- 4.3 A Naming Rights Agreement can also be terminated if the donor/sponsor defaults on an outlined pledge schedule or if there is a change in ownership or name (or both) of an organization that the Library has signed a Naming Rights Agreement with.
- 4.4 The termination of a naming commitment and a Naming Rights Agreement must be approved by the Library Board.

See also:

Donations Policy

Sponsorship and Fundraising Policy

Kawartha Lakes Public Library - Vision and Missions Statements (website)

Canadian Library Association: Position Statement on Corporate Sponsorship Agreement in Libraries

Libraries enrich lives, provide information needed for work and daily living, and foster informed communities which are essential to a democratic society. In recognition of this important function, communities support libraries through public funding. The library's first priority is to ensure the continuation and growth of this primary relationship -- public funding for the public good.

CLA encourages and supports advocacy to maintain and develop public funding as the principal source of support for public, school, academic and government libraries.

Publicly funded libraries can and do explore other sources of funding, such as grants, gifts, donations, partnerships and sponsorships, to ensure that they provide the best possible services to their communities. Corporate sponsorships are one source of additional support that allows libraries to enhance the level, extend the range, or improve the quality of library service.

To ensure that partnerships enhance the library's image and add value to library services, libraries need to develop policies and sponsorship agreements that outline the conditions and the benefits of the sponsorship arrangement.

CLA believes that the following principles are important in developing sponsorship policies and agreements. Libraries have a responsibility to:

1. Demonstrate that sponsors further the library's mission, goals, objectives and priorities, but do not drive the library's agenda or priorities.
2. Safeguard equity of access to library services and not allow sponsorship agreements to give unfair advantage to, or cause discrimination against, sectors of the community.
3. Protect the principle of intellectual freedom and not permit sponsors to influence the selection of collections, or staff advice and recommendations about library materials, nor require endorsement of products or services.
4. Ensure the confidentiality of user records by not selling or providing access to library records.
5. Be sensitive to the local political and social climate and select partners who will enhance the library's image in the community.

Approved June 1997