

# HIGHLAND PARK PUBLIC LIBRARY

## Policy 612 Naming Rights and Sponsorship Policy

Purpose To state the Library's policy regarding naming rights.

### 1. Introduction

The Highland Park Public Library Board of Trustees (the Board) offers naming rights for new and existing physical assets. Naming of physical assets follows a Board pre-approved menu of items available for naming. This menu covers rooms, spaces, substantial equipment/furniture installations, and landscaping features.

### 2. Duration of naming rights

Items under \$10,000 carry naming rights for 10 years. Items from \$10,000 to \$100,000 carry naming rights for 20 years. Naming rights for any item over \$100,000 will be determined through a consultation with the Board. The donor has the right of first refusal at the time of renewal.

### 3. Valuation of naming rights

In assigning naming rights values to individual assets, the Board will take into consideration the expected remaining useful life of the asset, the capital cost and ongoing maintenance cost, and the public prominence and traffic level.

### 4. Recognition

A plaque will be installed at or near the named area. The Board reserves the right to choose the wording, size, location, and style of the plaque. An appropriate dedication ceremony may be planned and conducted.

### 5. Special cases

The Board may approve naming recognition items and values other than those specified in the most recently approved naming menu, on a case-by-case basis.

### 6. Program Sponsorship

a. The Board welcomes sponsorship of programs from individuals and groups including but not limited to businesses and service organizations. Sponsors must be approved by the Board or the Executive Director.

#### b. Program Sponsorship Opportunities

\$500	Individual programs
\$1,000	Stories Under The Stars
\$1,000	Book Match
\$1,500	Film discussion series (fall, spring)
\$1,500	Book discussion series (fall, spring)
\$1,500	Storytime series (fall, winter, spring)
\$5,000	Summer Reading Program

c. A statement of the sponsor's name and a display of its logo will appear on the Library's promotional materials for the sponsored program and a verbal announcement will be made at the beginning of the program.

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### 7. Naming Opportunities

#### a. Youth Services Department

\$500,000	Youth Services Department
\$25,000	Early Literacy Area/Computer Area
\$25,000	Middle School Area
\$10,000	Youth Service Desk
\$10,000	Fireplace
\$10,000	Youth Reading Alcove
\$5,000	Youth Entry Hallway
\$5,000	Youth Tree House
\$3,000	Range of Book Stacks
\$1,000	Youth Puzzle Rack
\$1,000	Youth Display Case

#### b. Adult Services Department

\$500,000	Adult Services Department
\$150,000	Computer Center
\$100,000	Group Study Room
\$10,000	Adult Service Desk
\$10,000	Coffee Corner
\$3,000	Range of Book Stacks
\$2,500	Study Carrel

#### c. Audio-Visual Room

\$100,000	Audio-Visual Room
\$10,000	Fireplace

#### d. Alyce Brenner Room

\$10,000	Fireplace
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#### e. Additional Spaces

\$250,000	Auditorium
\$100,000	Meeting Room
\$75,000	New Book Area
\$75,000	Lobby (upper)
\$75,000	Lobby (lower)
\$10,000	Director's Office

#### f. Exterior Features

\$5,000	Seal Pond Garden Area
\$5,000	Planters
\$3,000	Benches
\$2,500	Exterior Book Return Boxes

Adopted October 12, 2010

Deleted Auditorium Seat; Reformatted May 1, 2014

Approved with no revisions May 9, 2017