

Naming Rights Policy

<i>Topic</i>	Finance
<i>Authority</i>	Board
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Naming in recognition of sponsorship or philanthropic gift

Recognizing the importance of sponsorships and philanthropic gifts, the Regional Municipality of Wood Buffalo Library Board supports the ongoing practice of providing naming rights for the entirety of a Wood Buffalo Regional Library (WBRL) facility, space in a Library facility, or other tangible assets.

- Sponsorships are agreements to provide goods, services, or financial contribution in return for the recognition potential associated with the inclusion and public display of the sponsor’s name.
- Philanthropic gifts are transfers of property (including money) from donors for the public good without valuable consideration.

WBRL offers the following spaces in its facility for naming rights:

- Children’s Area and Program Room.
- Indigenous Cultural Corner.
- Teen Area.

The addition of new spaces for naming rights are brought to the Board for approval.

Naming rights agreements for approved spaces are at the discretion of the Director and designates. Naming rights agreements are in place for a specified number of years; naming rights are not given for an indefinite period of time.

The naming of the entirety of a Library facility requires Board approval.

WBRL will not relinquish to a sponsor or donor any aspect of its right to manage and control any of its assets, facilities, programs, services, staff, or volunteers.

The Board reserves the right to revoke a naming decision if it constitutes a significant and continuing impairment to WBRL’s reputation or if the agreed-upon contributions are significantly reduced.

Honorific naming

To inspire present and future generations with the achievements of individuals who have made exemplary and longstanding contributions to WBRL, the Board supports, in special circumstances, the practice of honorific naming of the entirety of a Library facility, parts of a Library facility, or other tangible assets.

Normally, honorific naming will be considered only for individuals who are no longer active in their field of expertise or deceased. Where appropriate, a written consent shall be obtained from each individual or estate associated with an honorific naming.

In judging the suitability of an honorific naming, the following will be considered:

- The significance and longevity of the honoree’s contributions to WBRL.
- Alignment with WBRL’s vision, mission, and values.
- The reputation and integrity of the honoree.

Honorific naming requires Board approval and will be in place for a specified number of years. Honorific naming can be renewed or revoked at the discretion of the Board.

WBRL will not relinquish to a person honoured through naming any aspect of its right to manage and control any of its assets, facilities, programs, services, staff, or volunteers.

History

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