

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, designated spaces in a Library facility, or other tangible assets. This policy outlines the principles and procedures for granting naming rights, ensuring alignment with WBRL's mission, values, and community interests.

Definitions

- **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.

Naming Opportunities

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.

Approval and Duration

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.

Conditions and Limitations

WBRL retains full authority over the management and operations of its assets, facilities, programs, services, staff and volunteers. Naming rights do not confer any control or influences over these areas.

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Normally, honorific naming will be considered only for individuals who are no longer active in their field of expertise or deceased.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 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.

As with sponsorships and philanthropic gifts, honorific naming does not confer any rights to manage or control WBRL's operations or assets.

History

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