



# Naming Rights Policy

300 W. Merrill St. Birmingham, MI 48009 | 248-647-1700 | [www.baldwinlib.org](http://www.baldwinlib.org)

## **Purpose:**

The Baldwin Public Library (BPL) Trust Board (Board of Directors) considers the naming of a space in honor or memory of a living or deceased individual, corporation, foundation, or organization to be one of the highest distinctions it can bestow. BPL seeks to recognize persons who have supported BPL through distinguished effort or substantial financial contributions by naming a space in their honor. A "space" is defined as an internal feature, which may be a room or area, or an external feature, which may be gardens or an outdoor area.

## **Opportunities for Naming:**

Financial Donation: A designated space shall be named in accordance with the sponsor's wishes, pending approval from the Director. Proposals for naming facilities should be submitted to the Director and should contain specific information in support thereof, including any guidelines on how the donated funds are to be used to support the named space. If endorsed by the Director, the proposal shall be forwarded to the BPL Trust Board for approval.

Distinguished Effort: The naming of a space may honor or memorialize an individual who has achieved exceptional distinction in librarianship and/or other areas of knowledge management or who has served BPL in a professional capacity and has earned a state or national reputation for preeminent achievements in librarianship while employed by BPL. The credentials, character, and reputation of each individual shall be appropriately reviewed as part of the nomination process. A proposal for naming a space in honor of a member of the community shall also be considered when that person has given distinguished service to BPL that merits recognition in BPL's history.

Deferred Gifts with Naming Rights: Deferred gifts are those gifts that are committed for BPL use in the present, but received by BPL in the future. There may be many forms of such gifts. Deferred gift assets become available for investment by BPL when a donor transfers cash or assets to BPL and obtains, in exchange, a life income based on the value of donated assets. The forms in which gifts may currently be established include, but are not limited to: charitable gift annuity (no trust); charitable remainder unitrust; charitable remainder annuity trust; pooled income fund (pooled trust); and charitable lead trust.

Each deferred gift plan shall have a mutually signed agreement that specifies the type of plan, amount of the income payments, and the purpose and use of the deferred gift.

People interested in developing this type of gift are encouraged to contact the Director to discuss their options. All plans for Deferred Gifts shall contain a written statement of intent with full details of the gift. The Director shall submit a recommendation to the BPL Trust Board for final acceptance.

Once a deferred gift has received formal acceptance by the BPL Trust Board, the gift shall be considered as irrevocable.

**General Guidelines:**

BPL shall use the following guidelines to make decisions on the merits of each naming opportunity:

1. Negotiations for the naming rights for a particular space may be initiated by the Director, a benefactor, or other interested parties.
2. In the event that the flow of funds agreed to constitute a naming opportunity ceases before the agreed time, the Director may recommend to the Trust Board that the use of the benefactor's name for the space be discontinued.
3. When a major building project is to be undertaken, a tailored naming policy may be proposed. Such a policy shall require the endorsement of the Director for recommendation to the BPL Trust Board.
4. If an individual or organization, after which a space has been named, comes into disrepute at BPL or in the community at large, the Director may recommend to the BPL Trust Board that the use of the name be discontinued.
5. The Director shall submit all requests for naming rights to the BPL Trust Board in writing. The request shall contain a recommendation based on the criteria and objectives outlined in this policy. The BPL Trust Board shall review and research each submitted naming nomination on its individual merits.
6. All contract documents must be finalized before BPL issues final approval for a naming opportunity and declares the officially recognized name of the space.
7. Publicity for the proposed naming of the space may not occur until the recommendation for naming is approved by the BPL Trust Board.
8. Naming rights shall remain in place for a period of at least twenty-five (25) years, although a plaque shall remain in the location in perpetuity, acknowledging the name and the donation. In the event the space is significantly altered in a timeframe less than 75% of the agreed upon time when the gift was made, the BPL Trust Board shall roll the name forward in a similar capacity.

**Gift Recognition Replacement-Special Considerations:**

A request to rename, add a second name, or remove a name from a space shall conform to the following principles:

Any request to rename, add, or remove a name from a space within BPL should include documentation pertaining to the original approval and subsequent name change proposal. In the event that donor names must be removed for new construction, or in the event is destroyed by natural disaster and is rebuilt to be used for its original purpose, recognition shall be replaced per the original agreement.

In the event a building is drastically altered through construction, the BPL Trust Board shall reserve the right to add or alter gift recognition, including the name of the space. Any donor plaques displaced as a result of this shall be rededicated in an alternative location in accordance with the timeframe developed for the original gift.

When a named space has reached the end of its useful life and shall be replaced or substantially renovated, the replaced or renovated space may be renamed in recognition of a new donor or honoree. Appropriate recognition of earlier donors or honorees shall be included in or adjacent to new, renovated or redeveloped spaces.

**Dedication Ceremony and Plaque:**

Upon approval of the naming by the BPL Trust Board, an appropriate dedication ceremony may be planned and conducted. The donor and the donor's guests, the BPL Trust Board, and the Executive Board of the Friends of the Baldwin Public Library shall be notified at an early date to ensure attendance and participation. A dedication plaque or comparable marking may be erected at the ceremony. All building plaques must conform to the signage that has been selected for the area in size, design, location, materials, and content.

**The Baldwin Public Library  
Gift Agreement for Naming Rights**

**For The *[insert name]* Space**

In accordance with the Baldwin Public Library Trust Board's Naming Rights Policy, the undersigned intends to establish, by a gift of \$*[insert amount of gift commitment]*, payable over a period of up to *[insert number here]* years, a named space to be known as

The *[insert name]*.

It is the donor's wish that the space located *[insert with space description]* be named The *[insert name]* and marked with an appropriate plaque.

This naming right shall remain in place for a period of at least twenty-five (25) years, although a plaque shall remain in the location in perpetuity, acknowledging the name and the donation.

The Baldwin Public Library Trust Board gratefully acknowledge this generous gift and the terms stated within by the signature of their duly authorized representative on duplicate copies of this agreement.

Baldwin Public Library

\_\_\_\_\_  
Printed Name of Donor

\_\_\_\_\_  
Acknowledgment by the President  
of the Baldwin Public Library  
Trust Board

\_\_\_\_\_  
Signature of Donor

Date \_\_\_\_\_

Date \_\_\_\_\_