

Warren-Newport Public Library District

Lake County, Illinois

Board of Trustees

Policy 4018

Naming Facilities

Adopted: May 18, 2010

Reviewed/Revised: June 18, 2013; June 21, 2016; April 23, 2019; May 17, 2022; April 15, 2025

The Board of Trustees of the Warren-Newport Public Library District (WNPLD) shall have the sole responsibility for naming Library facilities. The Board will consider honorary names for certain Library facilities as a means of acknowledging gifts or service to WNPLD. The Board will maintain a list of potential naming opportunities with suggested gift amounts, and the Board or its representative will be happy to discuss such naming opportunities with donors and potential donors.

While it is the Board's intention that all such honorary names for Library facilities will be used for many years to come, the Board cannot promise that a name or even that the facility so named will be used in perpetuity.

ARTICLE 1. PURPOSE

The Board of Trustees recognizes that naming Library facilities is an important way to honor significant contributions to the Library, whether through generous financial gifts or extraordinary service. This policy establishes the criteria and procedures for such recognition.

ARTICLE 2. POLICY STATEMENT

The Board of Trustees shall have the sole responsibility for naming Library facilities. The Board will consider names for Library facilities as a means of acknowledging gifts or service to WNPLD. All naming decisions require approval by a majority vote of the Board of Trustees.

ARTICLE 3. NAMING RIGHTS CRITERIA

The Board shall consider recognition of those who have:

- Given substantial gifts to the Library
- Provided exceptional service to the Library
- Made accomplishments or shown generosity that advances the mission of the Library
- Enhanced the capacity of the Library to meet its goals to serve the community
- Elevated the reputation of the Library

For corporate naming opportunities, the Board shall evaluate proposals from corporations that:

- Are compatible with the Library's mission
- Reflect a positive influence on the Library
- Maintain high ethical standards of business practice

ARTICLE 4. EXCLUSIONS

WNPLD will not consider naming rights for individuals or organizations which:

- Are religious in nature
- Are in financial or legal conflict with WNPLD
- Are primarily political in purpose
- Embrace values that conflict with WNPLD values

During their tenure, members of the staff, the Board, and elected officials are not eligible for naming under the categories of inside spaces or outdoor spaces.

ARTICLE 5. NAMING CATEGORIES

There are four categories that may be named:

- **Portable Items**—Examples include art prints, artifacts, furniture, and equipment.
- **Tribute Markers**—Examples include plaques or other markers in association with trees, benches, sculpture, and other such items.
- **Inside Spaces**—Examples include reading rooms, classrooms, boardrooms, galleries, and lounges.
- **Outside Spaces**—Examples include buildings, courtyards, and gardens.

ARTICLE 6. DURATION OF NAMING RIGHTS

The duration of naming rights will be determined at the time of donation and specified in the written agreement with the donor. Unless otherwise specified, the following timeframes will apply:

- **Portable Items:** 5 years or the useful life of the item, whichever is shorter
- **Tribute Markers:** 5 years
- **Inside Spaces:** 10 years
- **Outside Spaces:**
 - For buildings: 15 years
 - For other outdoor spaces: 10 years

These timeframes serve as guidelines and may be adjusted based on the size of the gift relative to the overall cost of the facility or item.

ARTICLE 7. SIGNAGE AND RECOGNITION

The Board shall approve naming and signage. Signage for named spaces and items shall be prominent and readily identifiable. Lettering shall be scaled appropriate to the aesthetics of the room or area so named.

All references to the named area in promotional materials, directional signage, and Library documents shall include the name of the individual, family, or corporation. Corporate logos will be excluded from signage and placards to avoid appearance of commercial influence.

ARTICLE 8. TERMINATION OF NAMING RIGHTS

The Library reserves the right, at its sole discretion, to terminate naming rights without refund prior to the scheduled termination date, should it believe it is necessary to do so to avoid the Library being brought into disrepute.

As determined at the sole discretion of the Board, the naming or name recognition shall end under the following circumstances:

- An item in any of the four categories is to be demolished or drastically altered through construction
- An item in any of the four categories changes function to the extent that the purpose for the naming is no longer relevant
- If the individual or corporation is engaged in activities that are in conflict with the Library's mission and values, or is involved in disreputable or criminal activities that would bring dishonor or embarrassment to the Library

ARTICLE 9. ADMINISTRATION

The Board will maintain a list of potential naming opportunities with suggested gift amounts, and the Board or its representative will be happy to discuss such naming opportunities with donors and potential donors.

All agreements for naming through philanthropic gifts shall be documented in a contract between the donor and the Board. Contracts shall detail the terms of the agreement in accordance with this policy and any conditions mutually agreed upon by the donor and the Board.

While the Board of Trustees is grateful for and encourages donations from all individuals, businesses, and organizations, the Board has the right to decline any gift to the Library and/or reject naming proposals.

ARTICLE 10. REVIEW AND REVISION

This policy will be reviewed by the Board of Trustees every three years, or more frequently as needed.