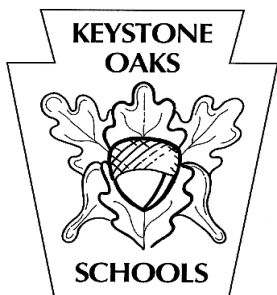


Policy Guide



Policy No. 711

Section PROPERTY

Title NAMING RIGHTS

Adopted JANUARY 27, 2011

Revised FEBRUARY 16, 2016

POLICY NO. 711 NAMING RIGHTS	
Section 1	<p><u>Purpose</u></p> <p>The purpose of this policy is to establish the criteria and procedures for granting naming rights in relation to school district facilities and property. This policy establishes an equitable process by which the Board of School Directors can assume its responsibility for naming school facilities.</p>
Section 2	<p><u>Definitions</u></p> <p>Facilities include any structure or component thereof located on school grounds; any internal or external amenity.</p>
Section 3	<p><u>Authority</u></p> <p>The School Code authorizes school boards to own and maintain grounds and buildings necessary to provide educational services to school-age children. The Board believes that the naming rights of facilities or areas of the District are a matter of great importance, one that requires careful and considerable thought.</p> <p>In all cases, the Board retains control and ownership over the named facilities. Naming rights will not convey any input or control over the content of programs in the named facilities, nor the disposition of said named facilities. The granting of naming rights under this policy shall not be considered an endorsement by the Board of School Directors of a commercial product, business enterprise, institution of learning, or person(s).</p>

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The Board reserves the right, in all cases, to refuse to name a particular facility/piece of property.

Requests for Naming Rights consideration shall be submitted to the Superintendent. Submitted applications will be reviewed by the Building, Grounds, and Transportation Committee. The Committee will make recommendations to the Board for approval/modification/rejection. The Superintendent may also make the recommendation to the Board. Granting of naming rights shall require a majority vote of the full board, which will be five (5) votes. The motion to grant naming rights must pass at two (2) subsequent Business/Legislative meetings of the Board.

Section 4

Guidelines

Two (2) circumstances will be considered in which naming rights may be granted; Naming Rights in Consideration, and Naming Rights in Recognition.

Naming Rights in Consideration

“Naming Rights In Consideration” is in consideration of financial contributions, sponsorship or other commercial transactions. Naming rights may be granted in return for provision to the District of an appropriate financial contribution or sponsorship, including provision or supply of equipment, materials, land or services. Any financial contribution will be applied to the general fund and will not be limited to a specific area of operation in the District.

Naming Rights in Recognition

“Naming Rights In Recognition” is in recognition of any significant contributions to the District that it wishes to honor. These contributions can be financial or other gifts from donors, or meritorious service, and is at the sole discretion of the Board in agreement with the party or their representatives. Naming rights may be granted at the sole discretion of the Board in recognition of the party it wishes to honor.

One (1) of the following three (3) criteria must be fulfilled in order for the granting of naming rights in recognition to be considered:

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1. Recognition of outstanding service to the District; or outstanding service to the Keystone Oaks community.
2. Recognition of the achievement(s) of distinguished alumni.
3. Recognition of a noteworthy financial or other contribution from a donor (be it way of donation, bequest, sponsorship, etc.), such contribution being voluntary and not rendered in consideration of the granting of naming rights.

The District may solicit suitable donations from the advocates of such recognition.

Granting Naming Rights

In granting naming rights, either in consideration or in recognition, due regard should be taken of the need to maintain an appropriate balance between commercial considerations and the role which names of buildings and space play in contributing to the District's sense of identity as well as in assisting students, staff and visitors to orient themselves within the campus/facility.

Any and all entitlements and attributions granted in conjunction with naming rights, including but not limited to signage, must be approved by the Board prior to installation in or on school district property.

Any permanent or nonpermanent fixtures shall become the sole property of the Keystone Oaks School District.

The granting of naming rights must always be consistent with Keystone Oaks School District vision, mission and shared purpose. The long-term effects of the naming rights must be considered.

For a facility to be named after a person, that person shall be of exemplary moral character; have made an outstanding contribution to education, humanity or community; or have displayed outstanding leadership; or be a person of historical significance. It shall be the responsibility and right of the Board to determine whether the person meets these criteria. The Board

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reserves the right to revoke the name should it discover information about the individual that would lead to the individual not meeting the requirements set forth herein.

Facilities may be named after major contributors to the District. The Board will evaluate the financial value of naming rights based on a review of the market for naming rights. If named after a company, group and/or product must, as determined by the Board, have and maintain an exemplary record and positive public image. The Board reserves the right to revoke the name should it discover information about the company, group and/or product that would lead to the individual not meeting the requirements set forth herein.

Transferability

Naming rights may be traded by mutual agreement between all parties. Traded is identified as “to exchange or swap one naming right for another.” For example, when a company changes its name, the naming right may be changed or “traded” to reflect the new name. The District may, as it deems necessary, require the person or company to provide compensation for the costs of any such change. If the person or company refuses to or does not provide compensation for such costs, the District reserves the right to remove the name due to the fact that it no longer represents the person or company who received the naming rights.

Limit of Naming Rights

On the Part of the District

The district’s right to use the name and other brand elements of the named party shall only be permitted by express agreement with the named party.

On the Part of the Named Party

The named party after whom a building or facility is named shall have no rights to the purpose to which that building or facility is applied unless provided for in the specific contract between the parties. The District will not agree to any condition in a contract that could unnecessarily limit the following: progress towards

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the district's mission and purpose, statutory obligations, or the local authority of the Keystone Oaks Board of School Directors.

In turn, the named party shall bear no liability in respect of that building or facility unless provided for in the specific contract between the parties.

Any such limits must be included in any naming right agreement.

Early Termination of Naming Rights

Termination by the District

The Keystone Oaks School District shall have the authority to revoke the naming of a facility for compelling reasons as determined by the Board of School Directors at anytime. Any prepaid financial contributions will be proportionally refunded except in the case of termination prompted by a company, products', or persons' tarnished public image.

Termination by the Named Party

The named party may without refund of consideration, at its sole discretion, terminate its acceptance of the naming rights prior to the scheduled termination date upon request to the Board of School Directors.