

HAMBURG AREA SCHOOL DISTRICT

SECTION: PROPERTY

TITLE: NAMING RIGHTS

ADOPTED: July 13, 2015

REVISED:

701.1. NAMING RIGHTS	
1. Purpose	<p>The Hamburg Area School District intends to recognize people or sponsors who have supported the district, either through distinguished effort or substantial financial endorsement, by naming facilities or district-owned property in their honor.</p> <p>This policy sets out the procedures for the naming, for a fixed period or an indefinite period relative to:</p> <ol style="list-style-type: none"> 1. Structures – buildings, gymnasiums, sections of buildings, etc. 2. Outdoor facilities – athletic facilities, roadways, courtyards, general property, etc. 3. Collections in order to honor a person for outstanding service to the district or for outstanding service consistent with the district’s purpose and mission.
2. Authority	<p>A Naming Rights Committee, consisting of the Superintendent, Business Manager, two (2) Board members, and the administrator responsible for the facility named in the proposal, will be created.</p> <p>The district will only recognize outstanding contributions. The recognition will balance the significance of the object being named with the contribution made as determined by the Naming Rights Committee.</p>
3. Guidelines	<p><u>Naming Opportunities</u></p> <p><i>Structures –</i></p> <p>A building will normally be known by its function where this is evident, but may also be given a chosen name. Where a building is multipurpose, the functional name will normally be that of its predominant activity. Dedicated areas within the building may be named as a wing or annex. Entire buildings may be given a chosen name. Parts of buildings that may be named are wings, floors, halls, and/or rooms.</p>

Outdoor Facilities –

Outdoor facilities that may be named include stadiums, lawns, courtyards, playing fields, roads and walkways.

Collections –

Collections that may be named include libraries or parts of libraries and other collections of significant size and continuing scientific, historic, artistic or cultural value.

Honoring Individuals –

Naming honors individuals with a record of distinguished service to the district or for outstanding service consistent with the district's purpose and mission.

Sponsorship And Donations –

Naming may be in honor of sponsors or donors, who may be individuals, groups of individuals, or corporations.

General Guidelines

The name used should normally be the family name or, in the case of a corporate entity, the shortest possible name. Unless the naming Rights Committee determines otherwise, a person's or corporation's name may be used in naming a district facility only once.

Naming a building in honor of a person who has given extraordinary distinguished service or substantial financial endorsement to the district, will not normally be considered until after that member's substantive formal relationship with the district has ended.

The style of naming of structures and facilities should be consistent with district standards as determined by the Naming Rights Committee.

Facilities will not normally be named to honor persons who have no formal connection with the district unless they are substantial sponsors or as determined by the Naming Rights Committee.

Proposals

Any proposal for naming shall be made in formal submission to the Superintendent or designee.

A proposal for naming after a person shall be accompanied by a comprehensive citation.

The Naming Rights Committee will examine all formal proposals for the naming of district spaces or facilities. The Committee will make recommendations to the Board.

Proposals submitted must have the written approval of the person after whom the naming is to take place. If the person is deceased, the approval of the family should normally have been obtained. If the person is deceased and there is no family, the naming process can proceed.

The Naming Rights Committee and the Board have final determination as to acceptance or rejection of submitted proposals.

The district reserves the right to reject any proposal of naming rights by an individual, corporation, and other sponsoring entity that it deems will not be in the best interests of the purpose or mission of Hamburg Area School District. Determination of such will be under the discretion of the Naming Rights Committee and/or the Board.

References:

School Code – 24 P.S. Sec. 510, 511