

ITEM NUMBER: 7.55 a-b
CHAPTER 7: Administrative
Management
CODE: Policy
COMPUTER ID: AMPRO-55

Title: Naming Rights Policy
Effective Date: 3-26-01
Authorized By: Library Director
Date of Last Review: 7-2013

Naming Rights Policy
Legacy Gifts to the Library

PURPOSE

This type of gift allows donors to provide a lasting legacy to honor or recognize an individual, family or organization, in addition to providing major support for the library.

PROCEDURES

1. The MCPL Foundation Board, subject to approval and revision by the Library Board, has specifically designated the following areas for naming rights:

| | |
|---------------------------------------|------------|
| Branch Library | \$ 250,000 |
| Headquarters' Children's Library | \$ 100,000 |
| Wausau Story Room | \$ 25,000 |
| Computer Lab, Headquarters Library | \$ 25,000 |
| Wausau Children's Program Room | \$ 15,000 |
| Wausau Meeting Room | \$ 50,000 |
| Wausau Children's Computer/Media Area | \$ 10,000 |
| Wausau AV Collections Area | \$ 10,000 |
| Wausau Young Adult Area | \$ 10,000 |
| Branch Library Meeting Rooms | \$ 35,000 |

2. Donors can also propose specific areas in the headquarters library or in a branch library for naming rights. Examples of specific areas available for naming include story hour areas, meeting rooms, computer labs, or a section of the collection. A minimum donation of \$10,000 is required.
3. Name recognition may be as an honor or a memorial to an individual, family, or organization. The MCPL Foundation retains the right to set the level of donation required to acquire the naming rights.

SIGNAGE

1. Subject to the approval of the Library Board, the MCPL Foundation is responsible for decisions and costs associated with naming facilities. These costs may include purchase and installation of signage or any other cost necessary to bring about the name change.
2. Appropriate signs, plaques, or other recognition devices will be determined by the amount of the gift with consideration as to the aesthetics of the area involved, subject to Library Board approval.

POLICY

1. The Library Board retains authority to determine what is in the best interest of the community.
2. All naming rights requests must be approved by the Library Board and, by the Village Board or City Council in buildings not owned by Marathon County.
3. The Library Board reserves the right to withdraw or discontinue any naming privilege and, if such action is taken, donations and costs will not be refunded to the donor or any individual, group, family member, heir, or executor.
4. Requests for naming a specified area or building will be brought to the Library Board for their action within 60 days, and the donor will be notified within 14 days of the Library Board's decision.
5. Requests will be considered in the order they are received.
6. The amounts proposed for naming rights may be evaluated every five (5) years by the Library Board to ensure that the value of the area being named is met by the donation.