

ADMINISTRATIVE REGULATIONS

TAB: Governance

DOCUMENT NUMBER: 10-56-97

SECTION: Resolution by Library Board of Directors

SUBJECT: NAMING AND SPONSORSHIP POLICY; WORKING WITH THE JOHNSON COUNTY LIBRARY FOUNDATION

SUMMARY

The Library and the Johnson County Library Foundation work closely together to develop private donations and funding for the benefit of Library programs and facilities. This document describes Library Board policy and intent regarding those cooperative efforts.

Effective Date:

January 10, 2018

Reviewed:

October 27, 2021

POLICY:

a. The Library Board appreciates and encourages private donations made to support Library programs and facilities and views such contributions as vital to achieving the level of excellence desired by our community.

Because the Johnson County Library Foundation (“the Foundation”) maintains an established system to solicit, track, acknowledge, receive and recognize private gifts, the Library Board authorizes the Foundation to develop and manage naming and sponsorship opportunities for Library facilities and programs.

The Library Board has authorized other forms of fundraising and recognition in partnership with others as appropriate. See ARM 10-56-96, “Gifts and Fundraising.”

DEFINITIONS:

b. For the purposes of this document, sponsorship and naming opportunities are defined as follows:

- **Sponsorship:** Sponsorship may be applied to a program (e.g. speakers, events, presentations, and other programming), or facilities (e.g. interior and exterior areas, spaces, rooms) and may or may not be exclusive as designated by the donor agreement.
- **Naming:** Naming may be applied only to facilities (e.g. interior and exterior areas, spaces, rooms), will be exclusive, and must be approved by the Library Board.

AUTHORIZATION
TO THE COUNTY
LIBRARIAN AND
THE FOUNDATION

c. The Library Board authorizes the County Librarian and the Foundation to develop a mutually agreeable plan to designate interior and exterior areas, spaces, rooms and facilities ("Facility/Facilities") as available for Naming, and to define Sponsorship opportunities for programs, speakers, events, presentations, and other programming.

The Library Board authorizes the County Librarian and the Foundation to develop minimum contribution levels for Naming and Sponsorship opportunities.

For a Naming to be approved, the County Librarian and the Foundation will present (i) a formal recommendation at an open meeting of the Library Board for review and approval or disapproval and (ii) an agreement executed by the donor and the Foundation relating to the terms of the donation. The agreement shall recite that the proposed Name is contingent on Library Board approval. No proposed Name will be formally announced until it is approved by the Library Board, although the proposed Name may appear in materials presented to the Library Board prior to its meeting pursuant to the terms of the Kansas Open Records Act. Naming recognition will be presented as part of the recommendation and will be described in the donor agreement.

Donations resulting in Naming or Sponsorship rights will be paid to and managed by the Foundation. Each Naming or Sponsorship will be finalized through a formal written agreement between the donor and the Foundation. Naming rights will not be offered in perpetuity; rather, the duration of Naming rights will be specified in a formal written agreement between the donor and the Foundation.

The Library Board will entertain requests from corporations and other legal entities to rename areas in cases of corporate or entity renaming but will not guarantee approval of such renaming requests.

MEMORANDUM
OF UNDERSTANDING

d. On the recommendation of the County Librarian, the Library Board may enter into a Memorandum of Understanding with the Foundation that provides operational and procedural details on Naming and Sponsorship opportunities.

October 27, 2021

ARM 10-56-97 End