



## **NAMING RIGHTS AND NAME RECOGNITION POLICY**

### **Purpose**

The Cheltenham Township Library System (CTLS) appreciates gifts at all levels and seeks to provide appropriate recognition to all donors, while recognizing the extraordinary generosity of our major donors with naming opportunities. The purpose of this policy is to establish guidelines for implementing naming rights and name recognition opportunities for gifts supporting the mission and values of CTLS. The Board of Library Directors of Cheltenham Township (BOLDOCT) is responsible for establishing policies related to naming rights and name recognition at CTLS facilities and may modify these policies from time to time as circumstances change or may require.

### **Definitions**

***Naming Rights:*** Titling a specifically identified area or space of a CTLS Library (e.g., “Jane Doe Children’s Library”) with the name of the donor or honoree.

***Name Recognition:*** Acknowledgement of special philanthropic contributions that will be honored with a plaque in a specifically identified area or book/item of a CTLS Library (e.g., “This Computer Lab provided through the generous support of the ABC Foundation”).

### **Naming and Name Recognition Guidelines**

**Naming Opportunities:** The BOLDOCT, in consultation with the Executive Director, is responsible for identifying naming opportunities with specific giving levels and ensuring that naming proposals conform with this policy. The BOLDOCT reserves the right and has the discretion to approve or disapprove any naming opportunity. Naming a library facility also requires compliance with Cheltenham Township’s procedures.

The Executive Director may recommend additional naming opportunities for BOLDOCT approval. Naming opportunities may recognize an individual, family, organization, foundation, corporation, or business. Any proposal for naming spaces within the library facilities or programs must be submitted to the BOLDOCT.

Proposals for naming programs must include a description of the program or resource to be named, its current use and a description of the name proposed, including information about gifts and/or donors who are being recognized. Approval by the Cheltenham Township Board of Commissioners, where applicable, the BOLDOCT and the Executive Director is required for any naming opportunities proposed for any of the CTLS Libraries as consistent with the next definition.

The BOLDOCT reserves the right to seek multiple donors for naming opportunities. The BOLDOCT also reserves the right to remove or withdraw a naming opportunity for a program or resource if an individual or entity, for which a naming opportunity has been proposed or approved and/or for which a specifically identified area or space has been titled with the name of the donor or honoree, has acted contrary to the mission, values, integrity or best interests of CTLS, or compromises the public trust in CTLS. A naming

request may also be removed at the request of the original donor and with Board approval. Under each of these circumstances, the donor will not be entitled to a refund or amounts paid.

A written agreement or other legally binding document will be executed between CTLS and the donor prior to the donor's name being affixed to any structure or endowment.

Naming opportunities fulfilled through a pledge gift will be recognized upon receipt of the initial gift, but are contingent upon future, timely fulfillment of scheduled gifts. In the event a donor does not fulfill a pledge for a naming opportunity, in full and/or in a timely manner, the donor will lose the naming opportunity at the discretion of the BOLDOCT. If the naming opportunity is withdrawn, the donor shall not be entitled to any refund of amounts pledged and paid and does not have the right to substitute one naming opportunity for another at a lower pledge/gift amount.

Some areas or rooms of the CTLS Libraries have been identified for specific naming or name recognition opportunities. The list of current naming opportunities is attached to this policy as Exhibit A. The Executive Director shall be responsible for compiling and keeping an updated list of current naming opportunities.

The wishes of donors who prefer to remain anonymous will be honored.

**Name Recognition:** The BOLDOCT, in consultation with the Executive Director, is responsible to ensure that name recognition is carried out consistent with this Policy. The Executive Director has discretion to accept a lesser level of giving provided the lesser amount is not less than ninety (90) percent of the approved level. Any recommendation to accept a level lower than ninety (90) percent requires approval by the BOLDOCT.

### **Types of Specific Recognition**

Gifts, at any level, will be accepted.

Donors may "Adopt a Book" or "Name a Shelf" in one of the CTLS Libraries with gifts of \$35 and \$100, respectively. Please visit our website at <https://cheltenhamlibraries.org/> for more information.

Requests for specific words of recognition other than recognizing the name of an individual, family, foundation, organization, corporation, or business will be considered and are subject to the review and approval of the Executive Director and the BOLDOCT.

Plaques, signage, and other recognition vehicles such as donor walls, will be placed in appropriate locations as determined by the Executive Director consistent with CTLS' image and design requirements. An entity's logo, website or other advertising element will not be permitted in the recognition.

### **Duration of Naming Rights**

Naming rights will remain in place for no more than twenty-five (25) years for gifts of \$100,000 and above; and no more than ten (10) years for gifts between \$50,000 and \$99,999.

The following could affect the duration of any established naming rights:

1. The named area is substantially renovated, expanded, or designated for another use;
2. The named area is sold, destroyed, removed, or abandoned;
3. A named business, corporation, foundation, organization or other entity changes its name and/or focus or operations or ceases operations during the duration of the naming agreement; or
4. Public statements by the donor during the duration of the naming rights are contrary to CTLS'

mission, values, or best interest.

Under such circumstances, the named entity may be changed at the sole discretion and approval of the BOLDOCT and a request will be made that the donor cover the cost of the name change.

### **Qualifications and Exclusions**

The BOLDOCT shall review each naming proposal and consider the overall benefit, consistent with the CTLS' mission and values and whether the name will positively reflect on CTLS and Cheltenham Township. The BOLDOCT reserves the right and has the discretion to accept or reject any naming proposal.

Unless waived by the BOLDOCT or contrary to CTLS' mission, values, or best interest, a specifically identified area or space of the CTLS Libraries may not be named for (1) individuals currently employed by CTLS, on the CTLS Board, Cheltenham Township, or the Commonwealth of Pennsylvania, (2) current political candidates, organizations, or elected officials; or (3) religious leaders, organizations, or institutions.

To avoid the appearance of influence, impropriety, or conflict of interest, CTLS will undertake additional due diligence before recommending naming opportunities that include a commercial enterprise, organization, or business. CTLS reserves the right to decline donations by individuals, groups, commercial enterprises, foundations, organizations, corporations, businesses, or other entities whose views or public statements are contrary to CTLS's mission, values, or best interests. The BOLDOCT reserves the right to remove a naming opportunity if an individual or entity for which a naming commitment has been made acts in a way that is contrary to the mission or values of CTLS or Cheltenham Township, or otherwise would not be in CTLS' best interests or would compromise the public trust.

### **Disclaimer**

The Executive Director and the BOLDOCT will not provide tax or legal advice with respect to a pledge, gift, or donation to CTLS. Donors and prospective donors are encouraged to seek legal counsel and/or advice from a tax advisor about the tax and other legal consequences of specific giving decisions.

*References: CTLS Conflict of Interest Policy*

<b>Title</b>	Naming Recognition
<b>Date Approved</b>	May 2022
<b>Revisions</b>	2025
<b>Review Date</b>	2028

**EXHIBIT A**  
**NAMING OPPORTUNITIES**  
**(TBD)**