



RIVER VALLEY SCHOOL DISTRICT

660 West Daley Street

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Spring Green, Wisconsin 53588

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Phone: 608-588-2551

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Naming District Facilities

Naming of District facilities or parts of facilities is the responsibility of the School Board of Education.

Circumstances in Which Naming Rights May Be Granted:

Naming Rights in Consideration (to recognize contributions)

Naming rights for corporations, businesses, civic or charitable groups must follow the following guidelines:

- All commercial or corporate involvement should be consistent with the District's educational standards and goals.
- Must be must be age-appropriate and consistent with the Board's policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, disability, or age.
- Shall not promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, or gambling aids.
- Shall not be permitted to convey the impression of the School District's endorsement of any religious message, political candidate, or ballot initiative.
- Shall not contain libelous material.
- Shall not tend to create a substantial disruption in the school environment or inhibit the functioning of any school.
- May be rejected by the School District if determined to be inconsistent with the educational objectives of the School District, inappropriate, or inconsistent with the guidelines set forth in this policy.

Naming Rights In Recognition (to recognize contributions in memorial of individuals that have attained achievement of extraordinary and lasting distinction)

Naming rights for an individual must follow the following guidelines:

- Be deceased for 3 years prior to the request.
- Exemplify achievement and qualities in which the students, staff, and the community can take pride.

The District reserves the right to refuse any financial or other contribution. The named party has no decision-making rights as to the purpose or use of the facility, unless specifically provided for in the written agreement between the parties. The District will not agree to any provision in an agreement that would interfere with the District's mission, statutory obligations, or the local authority of the Board.

Named facilities will be identified with an appropriate plaque commemorating that individual's contribution. The District will provide a plaque. Signage may be purchased by private donors with the Board's approval.

At the time of Board approval, a specified time period may be defined for the naming rights. Once a facility has

been officially named, it will not be renamed during such time period, except for compelling reasons to be determined by the Board.

The District reserves the right, at its sole discretion, to terminate the name of a facility or part of a facility should it determine that it is necessary to do so.

The final approval of the name of a facility rests with the Board, and a supermajority (75% of a majority of the members-elect of the Board at the time of final approval) is required for approval.

APPROVED: January 14, 2021

REVISED: October 14, 2021

APPROVED: November 11, 2021