



Book	Policy Manual
Section	7000 Property
Title	COMMEMORATION OF SCHOOL FACILITIES
Code	po7250
Status	Active
Adopted	December 14, 2016

7250 - COMMEMORATION OF SCHOOL FACILITIES

The major focus of school property should be toward the achievements of the students. It is the responsibility of the Board to preserve the properties of the Monona Grove School District as significant and relevant to future students as well as the current population of students.

The Board of Education may wish to commemorate a school or District facility by means of a plaque or naming the facility after a person. Such commemoration should be reserved only for those individuals who have made a significant contribution to the enhancement of education generally or the District in particular or to the well-being of the District, community, State or nation.

Any employee of the District thus honored must be deceased or no longer employed by the District or deceased for three (3) years prior to the Board's selection of his/her name for a plaque or for the naming of a facility.

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NAMING DISTRICT FACILITIES

Naming of District facilities is the responsibility of the Board of Education. District employees shall not solicit contributions for naming rights without the prior approval of the Superintendent and the Board. A District facility may be named when it has a specific purpose. A facilities naming committee may be appointed by the Board President. A nomination, in writing, which will contain the rationale for such nomination, may be solicited from the public. The Board shall not grant a naming right without the informed consent of the named party, if living. A written naming rights agreement shall be voted on by the entire Board prior to the naming of any District facility. A supermajority (five of seven voting to approve) of the Board is required to authorize naming rights.

Criteria that may be considered when naming school facilities are:

1. A facility may be named after a geographic location within the District.
2. A facility may be named due to a function of the space within the District.
3. A facility may be named after a person provided:
 - a. the person demonstrates exemplary moral character; and
 - b. the person demonstrates outstanding leadership; and
 - c. the person has made a significant contribution to education, humanity or the community; and
 - d. other criteria the Board determines relevant or appropriate.
4. A facility may be named after major financial contributors to the District without whom the facility would not have been possible.
 - a. A major financial contributor will be defined as an individual, company, or other entity acceptable to the Board that has donated at least 51% of the necessary funds toward the completion costs of the facility project or at the discretion of the Board.
 - b. Prior to the District acceptance of funds from the major financial contributor that are solely in exchange for, or an expectation of, naming rights of a District facility, the Board directs the Superintendent/designee to have a contractual written naming agreement developed between the Board and the major financial contributor. The life expectancy of any naming rights granted of a District facility by the Board in exchange for a monetary donation will be calculated and included in the naming rights agreement.

Parts of facilities may be named after individuals using the same criteria as above and may be identified with an appropriate plaque commemorating that individual's contribution with the Superintendent's permission.

The named party, after whom a facility/ or part of a facility is named, has no decision-making rights as to the purpose of the facility or part of the facility unless specifically provided for in the written agreement between the parties. The District shall not agree to any condition in an agreement that could unnecessarily limit progress toward the District's mission and purpose, statutory obligations, or the local authority of the Board. In turn, the named party has no liability in respect of that facility or part of the facility unless provided for in a specific contract between the parties.

At the time of Board approval, a specified time period will be defined for the naming rights. Once a facility has been officially named, it will not be renamed, except for compelling reasons to be determined by the Board, or due to mutually agreed upon terms set forth between the Board and the named party in a prior written naming agreement, or violations of the written naming agreement by the named party, or actions by the named party that are determined detrimental to the District, as determined by the Board.

In addition to any remedies for breach of the written agreement granting naming rights, the parties may terminate a naming rights agreement in advance of the scheduled termination date under, but not limited to, the following conditions:

1. Termination by the District: The Board reserves the right , at its sole discretion, to terminate the naming rights without refund of any or all consideration, prior to the scheduled termination date, should it feel it is necessary to do so to avoid the district being brought into disrepute.
2. Termination by the Named Party: The named party may, without refund of any or all consideration, at its sole discretion, terminate its acceptance of the naming rights prior to the scheduled termination date, in the event that the District directly brings the named party into disrepute.

The Board will receive gifts and donations from agencies and organizations that demonstrate nondiscriminatory practices as evidenced through policies and procedures. See Board policy and procedure 411: Equal Educational Opportunities for additional information. Concerns can be addressed by contacting the building administrator or the Director of Finance & Operations at District Office located at W156 N8480 Pilgrim Road, Menomonee Falls, WI 53051, by phone at 262-255-8440, or by email at brigkei@sdmfschools.org.

References:

Wis. Stats. 118.13

American Disability Act of 1990

Civil Rights Act of 1991

Title IX of the Educational Amendments of 1972

Title VI Civil Rights Act of 1964;

Section 504 Rehabilitation Act of 1973

Approved: May 8, 2006

Revised: August 27, 2018

FACILITIES DEVELOPMENT

SERIES 900

Policy Title ... NAMING RIGHTS

Code No. 940

I. Purpose

The purpose of this policy is to establish the criteria and procedures for granting naming rights in relation to school district facilities, including buildings and grounds. This policy does not include scholarships.

II. General Statement of Policy

Burlington Area School District recognizes two circumstances in which the school district may grant naming rights: Naming rights in consideration and naming rights in recognition. In each circumstance, the school district enters into a written agreement about the nature of the naming right. The provisions of this policy govern any agreement.

III. Definitions

- A. "Facilities" are district-owned buildings and properties, including outdoor fields, streets, areas, and equipment.
- B. "Naming rights in consideration" is recognition for financial contributions, sponsorship or other commercial transactions excluding all schools and administrative buildings.
- C. "Naming rights in recognition" is recognition of a significant contribution to the school district, community, area, state or country that the district wishes to honor.

IV. Naming Rights in Consideration

The School Board may grant naming rights in consideration to recognize contributions made to the district. The contribution may be a financial contribution, sponsorship or the provision of equipment, materials, land or services. These contributions are at the discretion of the School Board.

Consideration naming rights may be considered nontransferable when they also involve recognition, with School Board approval.

V. Naming Rights in Recognition

- A. The School Board may grant naming rights in recognition to recognize contributions to the district that were not contributed to the district for the purpose of receiving naming rights. Naming rights for these contributions are at the discretion of the School Board.
- B. The School Board reserves the right, at its sole discretion, to terminate naming rights in recognition at any time for any reason.

- C. One of the following criteria must be met for granting naming rights in recognition:
1. Recognition of outstanding service to the school district while serving in an academic, administrative or support services capacity or outstanding service to the Burlington community; or
 2. Recognition of the achievements of distinguished alumni; or
 3. Recognition of a generous financial or other contribution from a donor (be it by way of donation, bequest, sponsorship, etc.), such being voluntary and not rendered in consideration of granting of naming rights.
 4. Service to community, state or country.
- D. Consideration naming rights may be considered nontransferable when they also involve recognition, with School Board approval.

VI. Granting Naming Rights

- A. In granting naming rights, either "in consideration" or "in recognition," due regard should be taken of the need to maintain an appropriate balance between commercial considerations and the role which names of buildings and spaces contribute to the school district's sense of identity as well as their role in assisting staff, students and visitors to orient themselves within a campus.
- B. The granting of naming rights must always be consistent with the school district's mission and vision. The long-term effects of the naming rights must be considered. The department/school affected by the naming right to be granted must be consulted before any decision is made.
- C. Each granting of naming rights is bound by a written agreement defined by this policy and all other applicable board policies.
1. Items for which naming rights may be awarded:
 - Auditoriums/Theaters
 - Gymnasiums
 - Libraries
 - Gardens/Walks
 - Athletic Fields/Facilities
 - Concessions/Locker Rooms
 - Streets and Areas
 - Equipment
 - Building/Properties
 2. Informed Consent
The School Board shall not grant a naming right without the informed consent of the named party if living.
 3. Monetary Valuation of Naming Rights
Monetary valuations may be assigned to proposed naming rights on a case- by-case basis to aid with making decisions about granting naming rights.

4. **Guidelines**

The superintendent will decide the monetary valuation of each naming right after receiving a recommendation from the business manager who may take advice from such persons or other professionals, as needed. Each case should take into account market comparisons for naming rights for which professional advice may be sought.
5. **Duration of Naming Rights**

The duration of naming rights is decided or negotiated on a case-by-case basis for naming rights in consideration.
6. **Physical Display of Naming Rights**
 - a. Whether there is a physical display of the naming rights is decided or negotiated on a case-by-case basis. The physical display of the naming rights will take into account the identification of the school district and opportunities offered for the district.
 - b. When “naming rights in recognition” is awarded, plaques may, with the approval of the superintendent, be installed in buildings.
7. **Transferability**

“Naming rights in consideration” may be transferred by mutual agreement between all parties. “Naming rights in recognition” may not be transferred.
8. **Renewability**

Naming rights may be renewed by mutual agreement among all parties.
9. **Limit of Naming Rights**
 - A. **On the Part of the District**

The school district’s right to use the name and other brand elements of the named party is permitted by express agreement with the named party.
 - B. **On the Part of the Named Party**

The named party, after whom a building or part of a building is named, has no decision-making rights as to the purpose of the building or part of the building unless specifically provided for in the written agreement between the parties. The school district will not agree to any condition in an agreement that could unnecessarily limit progress toward the district’s mission and purpose, statutory obligations, or the local authority of the school board. In turn, the named party has no liability in respect of that building or part of a building unless provided for in a specific contract between the parties. Any such limits must be included in any naming rights’ agreement.

10. Termination of Naming Rights

In addition to any remedies for breach of the written agreement granting naming rights, the parties may terminate a naming rights agreement in advance of the scheduled termination date under the following conditions:

A. Termination by the District

The School Board reserves the right, at its sole discretion, to terminate the naming rights without refund of consideration, prior to the scheduled termination date, should it feel it is necessary to do so to avoid the district being brought into disrepute.

B. Termination by the Named Party

The named party may, without refund of consideration, at its sole discretion, terminate its acceptance of the naming rights prior to the scheduled termination date, in the event that the school district directly brings the named party into disrepute.

Date of Adoption:

November 17, 2008

Revised: February 3, 2015

Revised: December 9, 2015

1/11/2016

NAMING RIGHTS

- I. The purpose of this Policy is to establish the criteria for granting naming rights establishing in relation to Port Washington-Saukville School District facilities, including buildings and grounds.
- II. Circumstances in Which Naming Rights May Be Granted:
 - A. Naming Rights in Consideration
 1. The Port Washington-Saukville School District may grant naming rights “in consideration” to recognize contributions made to the Port Washington-Saukville School District. The contribution may be a financial contribution, sponsorship, or the provision of equipment, materials, land, or services.
 2. The District reserves the right to refuse any financial or other contribution.
 3. District employees shall not solicit contributions for naming rights or memorials without the prior approval of the Superintendent and School Board.
 - B. Naming Rights in Recognition
 1. PWSSD may grant naming rights “in recognition” to recognize individuals who have attained achievements of extraordinary and lasting distinction. These will be individuals who have had direct, substantial, and active association with the District, and have demonstrated meritorious service over a period of years.
 2. One of the following criteria must be met for granting naming rights in recognition:
 - a. Outstanding service to the Port Washington-Saukville School District or community;
 - b. Outstanding achievement of distinguished alumni; or
 - c. Generous financial or other contribution from a donor (be it by way of donation, bequest, sponsorship, etc.), such being voluntary and not rendered in consideration of granting naming rights.
- III. Granting Naming Rights

policy

**BOARD OF EDUCATION
PORT WASHINGTON-SAUKVILLE PUBLIC SCHOOLS**

**RELATIONS
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- A. The granting of naming rights must always be consistent with the District's mission and vision. The long-term effects of the naming rights must also be considered.
- B. Items for which naming rights may be granted:
 - 1. Auditoriums/Theater
 - 2. Gymnasium
 - 3. Libraries
 - 4. Gardens/Walks
 - 5. Athletic Fields/Facilities
 - 6. Campus Roads
 - 7. Others, as determined by the Board
- C. Naming rights will be granted pursuant to a written agreement between the District and the named party or his/her heir(s)/estate.
- D. The final approval of the naming rights rests with the Board.
- E. The District reserves the right, at its sole discretion, to terminate naming rights without refund of consideration, should it determine that it is necessary to do so in order to avoid the District being brought into disrepute, or for any other cause. Any naming rights agreement entered into by the District shall authorize the District to terminate naming rights for causes as determined by the Board.
- F. 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.

Cross references:

Board Policy 6680 – Recognition

Board Policy 9760 - Memorials

Board Policy 9700 – Relations with Special Interest Groups

Administrative Guideline 9700 – Commercial Messages and Recognition

Adopted: 3/14/16

The Port Washington-Saukville School District does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to designated youth groups. The following person has been designated to handle inquiries regarding the non-discrimination policies: Director of Special Services, Port Washington-Saukville School District, 100 W. Monroe Street, Port Washington, WI 53074 - Duane.Woelfel@pwssd.k12.wi.us