

## 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

- 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